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MANUFACTURING  
CONFECTIONER

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VOL. 7

JULY, 1927

No. 7

*In This Issue*

**Starch Drying and  
Sanitation**

A discussion of starch conditioning from bacteriological viewpoint.

**Whence Will Come  
America's Future Supplies of Raw Cocoa**

Editorials encouraging cocoa culture in Philippines and preference for Bahia and other South American grades.

**Our Self Appointed  
Bureaus of Mis-  
information**

This time about preventing nut meats from getting wormy!





IF FINDING  
the  
Gelatin Industry

ANALYSIS  
with every del

# DELFT

*The GELATINE that PROVES its QUALITY*

## Perfect Gelatine

*"The Triumph of a Principle"*

Users express great satisfaction with the quick and easy solubility and uniform melt-down quality of DELFT. No balling or lumping.

*Maintain the quality of your products by using DELFT GELATINE.*

*Harold A. Sinclair*

### DISTRIBUTORS

#### ALABAMA

Birmingham—Mayer-Blanche Company, 1015 First Avenue, North

#### CALIFORNIA

Los Angeles—Jell-Wall Desert Co., 6923 East Florence Boulevard  
San Francisco—Paramount Food Products Corporation, 879  
Valencia Street

#### CANADA

Toronto—Borden Company, Limited

#### ILLINOIS

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—J. W. Allen & Co., 118 N. Pauline Street

#### MASSACHUSETTS

Boston—Francis A. Crutty, 40 Court Street  
—H. A. Johnson Company, 321 State Street

#### MARYLAND

Baltimore—C. E. Riddle, Emerson Tower

#### MINNESOTA

St. Paul—O'Brien & Bushnell (Mfr. St. Paul Branch),  
284 University Avenue

#### MISSOURI

St. Louis—Mayer-Blanche Company, 418 Valerius Street

#### TEXAS

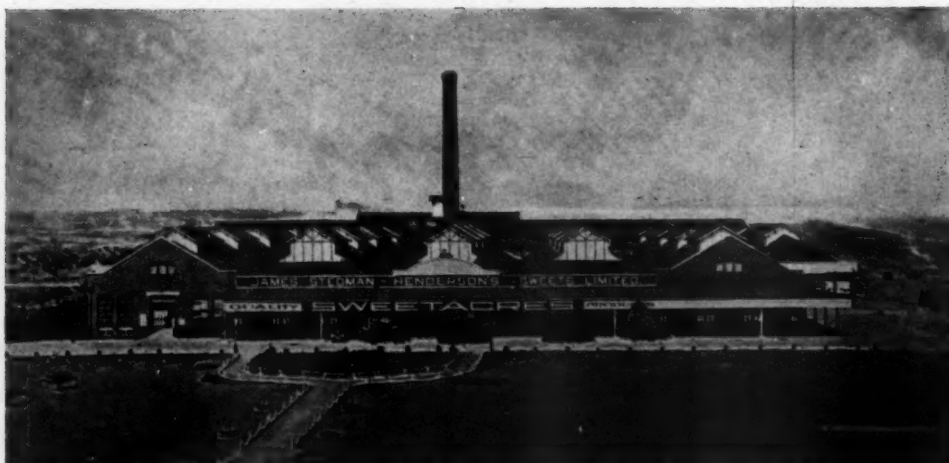
Dallas—Mayer-Blanche Company, 215 N. Pearson Street

**HAROLD A. SINCLAIR, 160 Broadway, NEW YORK**

*Whence will come—*

*America's  
future supplies  
of Raw Cocoa*

*See Article on  
page 26*



Home of James Stedman-Henderson Sweets, Sweetacres, Sydney, Australia, One of the Leading Manufacturers in the Commonwealth. Mr. Kenneth Howell, Chief Engineer of This Company, Is Visiting the Confectionery Trade and Leading Suppliers in America.

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### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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# Unco Simile Fruit Flavors

(IMITATION)

Natural fruit flavors are impractical and unsatisfactory for use in many confections since, whatever their delicacy of flavor, they lack strength and do not impart their character to the finished product unless fortified in some way. For the candy maker their place is admirably filled by

## Unco Simile Fruit Flavors

These valuable materials are as close to nature in flavor as expert attention and long experience can make them and have the additional merit of high concentration.

To employ them is to insure economy in manufacturing costs and satisfaction in results.

---

### UNGERER & CO.

124 West 19th Street

NEW YORK



*The Economy Nutmeat*

# Ever try rolling your Peanut Butter Center goods in Toasted Coconut?

*A Most Delicious Eating Combination*

## BAKER'S GOLDEN TOASTED COCONUT

seems to give just the ideal flavor blend especially in pulled goods and honeycomb work with Peanut Butter Center.

May we send generous sample to try out?

There's a fascination about its rich, golden, tasty appearance that candy folks can't resist—there's quality supreme in every shred.

### SEND FOR SAMPLES

We will gladly send experimental samples. You'll find them chock full of ideas for new, quick sellers. Tell us you want them, no obligation whatever.

## Franklin Baker Company

Hoboken, New Jersey

Canadian Address  
Franklin Baker Ltd., 20 Bates  
Road, Outremont, Montreal



It is not fair to the future of your organization to use "bargain" lots of **Toasted Coconut**, or attempt the preparation of "**Toasted**" in your own plant from Imported Coconut.

**Golden Toasted Coconut** is a specialty topping prepared by the makers of Gem Imported Coconut.





# PERFECT ROLLED CENTERS

You can make perfect Rolled Centers by the Nulomoline method.

Nulomoline, the Master Doctor, prevents bursting and drying. It also controls graining and assures smoothness.

Our formulas tell exactly how to make the finest centers.

Order a 100 pound case of Nulomoline  
for trial. We will supply  
the formulas and  
practical data.



## The NULOMOLINE Co.

109-111 Wall Street

New York, N. Y.



# *The* "MILLION-DOLLAR" BATTLE *Is On!*

**T**HIS year more millions have been appropriated to advertise soft drinks, frozen foods and candy than ever before in the histories of these three industries.

Each of these trades is staging an aggressive attack to win the consumer's dimes and dollars. Each manufacturer is battling to make sure that he holds his market and wins new business.

Since giving "Original Terpeneless Citrus Concentrates" to the trade back in 1885 we have perfected a full line of other super-extracts ideally fitted for each flavor use. Our entire capital, personnel and laboratories are devoted to the manufacture of SOLUBLE concentrates. We maintain a modern research department for solving your flavor problems. Consider the Foote & Jenks representative in his true capacity—a Service-man eager and able to assist you.

The inevitable day has come when mediocrity of appeal means certain and irreparable loss to any candy manufacturer who has a weak point in his line of attack—especially his flavor appeal, flavor uniformity or flavor cost.

To those who have confidence in us and in our 42 years of leadership in flavor building we say, definitely, that for QUALITY, for STRENGTH, for UNIFORMITY, for CONSUMER APPEAL and for LOW COST, our new-process Natural Flavor, Citrus Super Concentrates called "ISOLATES" are far, far ahead of any other flavoring materials in existence. Trial gallons will conclusively prove this fact.

# ISOLATES

## Will Win For YOU!

## FOOTE & JENKS

### Flavor Specialists

JACKSON, MICHIGAN



# California Blue Diamond Brand

All of our broker representatives, listed below, are in position to arrange for quick delivery of California Blue Diamond Brand Almonds to you. These broker representatives will consider it a pleasure to serve you.

<b>ALABAMA</b> Birmingham, Pankey-Loyd Brokerage Co. Mobile, Watson Brokerage Co. Montgomery, S. T. Shank	<b>NEBRASKA</b> Lincoln, Cartan & Jeffrey Co. Omaha, Cartan & Jeffrey Co.
<b>ARIZONA</b> Phoenix, Winchester Coe & Co.	<b>NEW MEXICO</b> Albuquerque, The S. P. R. Co.
<b>ARKANSAS</b> Fort Smith, Read Brothers Little Rock, Baker-Wille Co.	<b>NEW YORK</b> Albany, Arthur F. Wille Co., Inc. Buffalo, C. M. Snow & Co. New York, H. E. Wood & Co., Inc. Rochester, C. M. Snow & Co. Syracuse, Arthur F. Wille Co., Inc.
<b>BRITISH COLUMBIA</b> Vancouver, Ariss, Campbell & Gault	<b>NORTH CAROLINA</b> Charlotte, J. N. Allen & Co. Greensboro, J. N. Allen & Co. Wilmington, J. N. Allen & Co.
<b>CALIFORNIA</b> Los Angeles, W. F. Beesmyer Co.	<b>NORTH DAKOTA</b> Fargo, Geo. R. Freeman & Son
<b>COLORADO</b> Denver, Clark-Thurber Brokerage Co. Pueblo, L. C. Duncan Selling Co.	<b>OHIO</b> Cincinnati, Bodemer Davies, Inc. Cleveland, Housum Kline Co. Columbus, Kiser & Hoe Co. Dayton, Loy & Co. Toledo, Frank H. Lutz Co.
<b>DISTRICT OF COLUMBIA</b> Washington, E. A. Coleman, Inc.	<b>OKLAHOMA</b> Oklahoma City, Wallace Brokerage Co.
<b>FLORIDA</b> Jacksonville, Baker & Thames Miami, Baker & Thames Pensacola, Isaacs Brokerage Co. Tampa, Hillsboro Brokerage Co.	<b>OREGON</b> Portland, Ariss, Campbell & Gault
<b>GEORGIA</b> Atlanta, Lee & Beall Co., Inc. Augusta, J. P. Keenan & Co. Macon, Ousta, Mitchell & Whaley	<b>PENNSYLVANIA</b> Philadelphia, Corby-Cobb Co. Pittsburgh, Walton-Cooper Co., Inc. Wilkes-Barre, Scott & Kelly, Inc.
<b>IDAHO</b> Boise, Reilly Atkinson & Co.	<b>SOUTH CAROLINA</b> Columbia, Auld & White, Inc. Greenville, Chas. M. Britt Co.
<b>ILLINOIS</b> Chicago, California Almond Growers Exchange Peoria, Seaton & Co.	<b>SOUTH DAKOTA</b> Sioux Falls, Cartan & Jeffrey Co.
<b>INDIANA</b> Evansville, F. W. Griese South Bend, Martin Brokerage Co.	<b>TENNESSEE</b> Bristol, John A. Goodwin Chattanooga, Price & Company Knoxville, J. K. Haley Co. Memphis, Jacob J. Perez & Co. Nashville, Morgan & O'Brien
<b>IOWA</b> Cedar Rapids, Chandler-Courtright Co. Davenport, The L. H. Lyford Co. Des Moines, Hazard & Runyon Sioux City, Cartan & Jeffrey Co.	<b>TEXAS</b> Amarillo, Wingrove-Austin Co. Austin, W. T. Mayne Co. Dallas, Palmer Bros. El Paso, White Brokerage Co. Fort Worth, Wingrove-Austin Co. Houston, Perry Harde Co. San Antonio, Linnartz & Frey Tyler, E. P. McKenna Co. Waco, Eubank Brokerage Co.
<b>KANSAS</b> Wichita, Ridnour Brokerage Co.	<b>UTAH</b> Salt Lake City, Fabian Brokerage Co.
<b>KENTUCKY</b> Louisville, Pickrell & Craig Paducah, J. E. English & Co.	<b>VIRGINIA</b> Lynchburg, Daniel W. Sale Co., Inc. Norfolk, Kramer-Spahn & Moore Roanoke, W. S. Clement Brokerage Co.
<b>LOUISIANA</b> New Orleans, Gough Brokerage Co. Shreveport, E. P. McKenna Co.	<b>WASHINGTON</b> Seattle, Ariss, Campbell & Gault Spokane, Kelley-Clark Co. Tacoma, Ariss, Campbell & Gault
<b>MARYLAND</b> Baltimore, Deicher & Co. Cumberland, Buley-Patterson Co.	<b>WEST VIRGINIA</b> Clarksburg, Blair Willison Co. Huntington, Sam B. Sayre Co. Wheeling, James Cummins & Co.
<b>MASSACHUSETTS</b> Boston, Barclay, Brown & Jones	<b>WISCONSIN</b> Milwaukee, Otto L. Kuehn Co.
<b>MICHIGAN</b> Detroit, Ed Coe Co.	
<b>MINNESOTA</b> Duluth, L. S. Gordon Co. Minneapolis, Lincoln-McCallum Co. St. Paul, Lincoln-McCallum Co., Inc.	
<b>MISSISSIPPI</b> Jackson, Nance & Patrick	
<b>MISSOURI</b> Kansas City, Gabel Johnson Jury Co. St. Joseph, Russell Brokerage Co. St. Louis, Ford & Salinger Brokerage Co.	
<b>MONTANA</b> Butte, Cooney Brokerage Co.	

**California Almond Growers Exchange**  
311 California Street  
SAN FRANCISCO, CALIF.



# nd Brand Shelled Almonds

To facilitate quick and economical deliveries to our many shelled-almond customers we are maintaining stock of the following mentioned varieties and packings of California Blue Diamond Brand Shelled Almonds, at both New York and Chicago:

Variety	Packed Double Bags 160 Lbs. Net Weight	Packed 25 Lbs. Net Weight Boxes	Packed 5-lb. Cartons (Ten Cartons Per Case)
Nonpareil Medium .....	45½c	47½c	48½c
IXL Medium .....	45½c	47½c	.....
Ne Plus Medium .....	45c	47c	.....
Nonpareil Sheller Run .....	44½c	46½c	.....
IXL Sheller Run .....	40c	42c	.....
Ne Plus Sheller Run.....	40c	42c	.....

**Above prices are per pound, net weight, either F. O. B. New York or F. O. B. Chicago**

**Whole Blanched Nonpareil or IXL in Boxes or Bbls. 55c F.O.B. N. Y. or Chicago**

**For Burnt Almond Ice Cream....roasted Ne Plus Sheller Run, packed in sealed steel drums  
44½c per lb., F. O. B. New York or Chicago**

Considering present prices on imported shelled almonds, it will be observed that the above-mentioned prices on **California Blue Diamond Brand Shelled Almonds** are very reasonable.

"Medium" gradings are composed entirely of well-graded whole kernels.

"Sheller Run" gradings are guaranteed not to contain in excess of 25 per cent broken kernels.

Before being shipped, all of our Blue Diamond Brand Shelled Almonds are completely sterilized against the development of moth and worm through employment of the Vacufume System, using carbon bisulphide gas.

Upon request, we shall be glad to furnish type samples of any of the above-mentioned varieties of Blue Diamond Brand Shelled Almonds.

***We sell only to jobbers and to whole-  
sale manufacturing confectioners.  
We do not sell retailers.***

**California Almond Growers Exchange**  
311 California Street **SAN FRANCISCO, CALIF.**



---

# Again Announcing—

## Our new Research and Service Department—

### *To help solve your candy-making problems*

The Atlantic Gelatine Company is pleased to announce a new and valuable service to candy manufacturers.

We have established a Research and Service Department under the direction of one of the leading candy experts of the country. His experience and information on gelatine in candy making are yours for the asking. All our information in candy-making methods, too, is at your disposal.

If you have a problem that has to do with gelatine—if you are interested in developing some new recipe or want the latest scientific development of an old one that uses gelatine—write us. There is no charge or obligation whatever. We are anxious to serve you at all times.

### **“Grade Plus”—A Feature of Atlantic Super-Clarified Gelatine**

There is a “plus” clarity, “plus” uniformity, “plus” purity, “plus” viscosity in every grade of Atlantic *Super-Clarified* Gelatine. When you buy this *Super-Clarified* Gelatine you get more for every dollar spent.

### **ATLANTIC GELATINE COMPANY**

WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street

New York: Room 92, 1 Hudson Street

# ATLANTIC *Super-* *Clarified* GELATINE

---



# **SOFT AND FRESH —FOR FALL SALES**

A small amount of Convertit added to the centers you run now for storage will make them soft and fresh for Fall sales.

Convertit enables you to increase melting temperatures—making the centers easier to handle and the softening takes place gradually during the storage period.

WRITE US FOR OUR BOOKLET ON THE  
BEST AND SUREST METHOD FOR  
MAKING SOFT CREAM CENTERS

## **WHAT CONVERTIT IS**

CONVERTIT is a yeast enzyme known as invertase. It is a practically colorless liquid. It comes packed in bottles or steel drums. The great value of CONVERTIT lies in its power to soften cream centers after they are coated with chocolate. Our booklet covers in detail the use of CONVERTIT under actual factory conditions.

Invertase has also been the subject of long study and research by the Bureau of Chemistry at Washington, D. C. and it is now fully recognized as a valuable scientific contribution to the candy industry—an outstanding example of the benefits to be derived from the cooperation of chemists and candy makers.



## **THE NULOMOLINE COMPANY**

Exclusive Distributors of Convertit

109-111 Wall Street

New York, N. Y.

# **CONVERTIT**

*The highly concentrated invertase of standardized activity*

# "And You Know How Good It Tastes"

**I**T is the crowning argument in this month's Saturday Evening Post release of the Confectioners' National Cooperative Advertising Campaign.

To depict candy as a food—a relief for fatigue—a supplier of energy—is all very well for breaking down sales resistance founded on prejudice against over-use of sweets. The **demand** for candy, however, is and has always been based on **desire—not reason**. Its appeal must be to the senses—to the palate—the question not "How wholesome it is" but "How good it tastes." The flavor's the thing.

**Does your candy taste good?** If it does not your object has not been attained. Make this advertising **your** advertising by using only the best and most up-to-date in the flavoring line.

All you need is the **desire** for good flavors and the will to express it. **We** can supply the means to this end and are doing so to many friends whose cooperation we enjoy.

**Good flavors properly chosen** to meet the demands of your product and of your trade, spell the difference between success and failure. We have devoted over fifty years to the intensive and scientific study of this problem. Why not take advantage of our experience? We are here to help you.

A complete catalog is available on request.

We will be glad to make complete recommendations with samples on receipt of your detailed inquiry.

## FRITZSCHE BROTHERS, INC.

"A FLAVOR FOR EVERY PURPOSE"

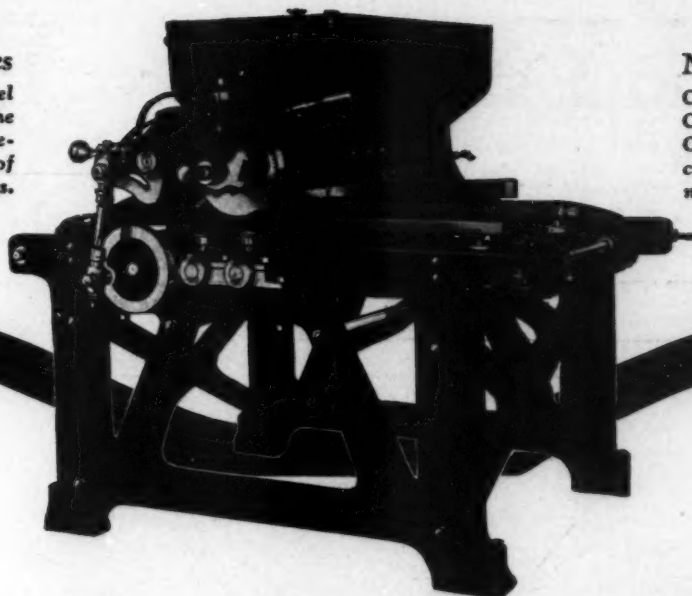
82 Beekman Street  
NEW YORK

118 West Ohio Street  
CHICAGO

TORONTO  
Fritzsche Brothers of Canada, Ltd.  
93 Church Street

### New Features

The latest model is adapted for the use of extra depositing shafts of different spacings.



### New Products

Cocoanut slugs, Cocoanut eggs, Cream containing chopped fruits, nuts, etc.

# The Racine Depositor

(Patented)

For every duty a machine of this kind can perform, the Racine Depositor is distinctly superior.

Built in four different types

**1—Starch Work.** For all goods cast in starch including cream, gum, jelly, marshmallow, etc.

**2—Cocoanut Slugs.** This type also handles cocoanut eggs and cream masses containing chopped fruit, chopped nuts, etc.

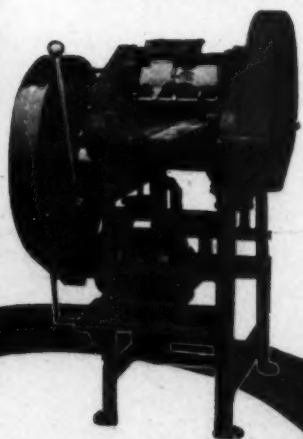
**3 — Solid Chocolate Stars and Kisses.** It produces practically all goods of this kind made in United States.

**4 — Chocolate Bars.** For solid chocolate cakes, nut bars or bars containing ground nuts.

## Improved Racine Automatic Sucker Machine

(Patented)

This is the original Automatic Sucker Machine. It created the sucker business, now a big factor in the candy industry.



With the new Duplex Rolls it has attained the remarkable speed of from three to four hundred suckers a minute.

It makes suckers of every conceivable size, shape or weight, Waffles, Satin Finish Goods, and Drop Roll work.

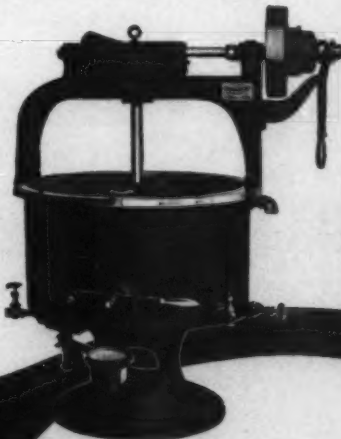
## Racine Chocolate Mixer

The Racine Chocolate Mixer has every refinement that skill and experience can suggest.

Note the high arch which elevates the drive pulley to a point of safety.

Oilless bushings are used throughout, which make lubrication of bearings unnecessary.

Racine Mixers are made in five sizes to meet all requirements and vary in capacity from 200 to 2000 lbs.



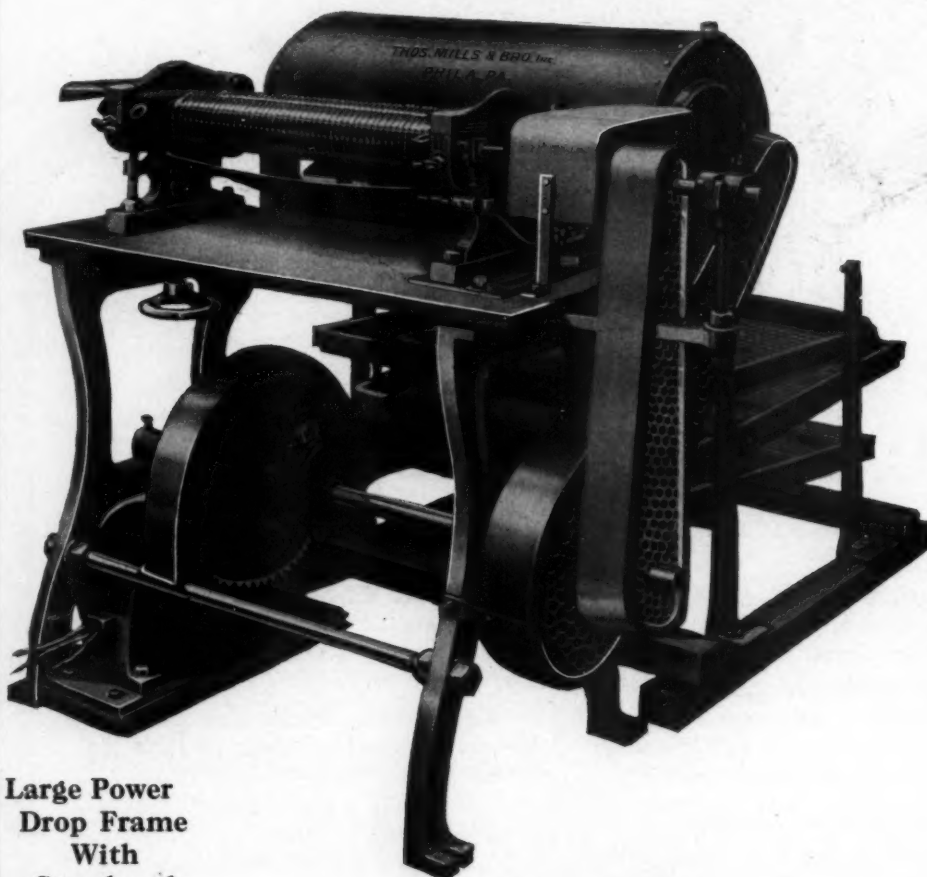
**RACINE CONFECTIONERS' MACHINERY COMPANY**  
RACINE, WISCONSIN, U.S.A.

# Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

ESTABLISHED 1864



**Patent  
Automatic  
Seamless  
Hard Candy  
Machine**

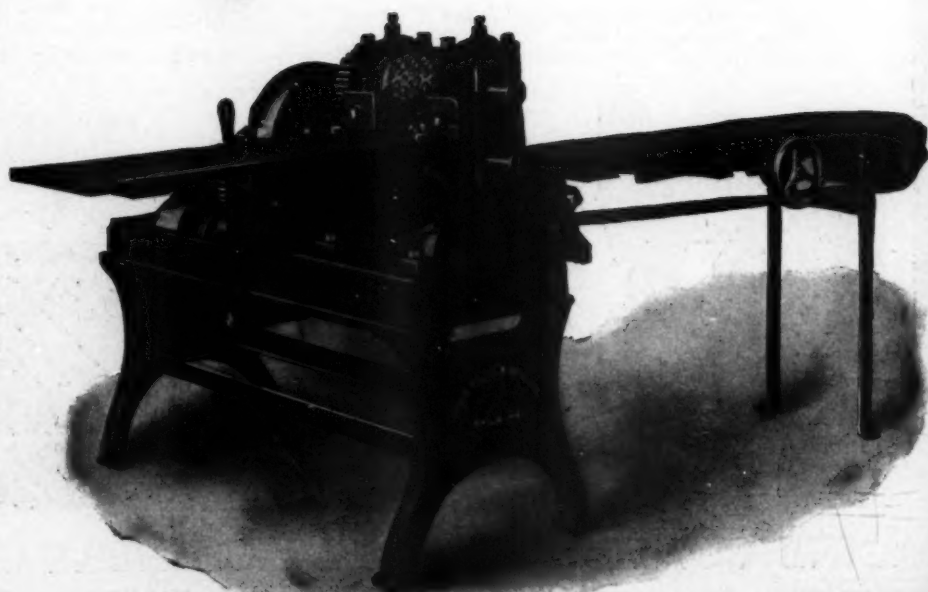
**Improve Your  
Production  
By  
Installing  
This  
Labor Saving  
Machine**

**Send for Special  
Circular**

**Large Power  
Drop Frame  
With  
Stand and  
Endless Belt  
Conveyor  
Attachments**

**Used In All  
The Largest  
Factories  
For  
High Grade  
Hard Candies**

**Our Catalog  
of  
Confectioners  
Equipment  
Sent on  
Request**





# Fresher Candy

## -and larger sales

Fresh candy tastes a whole lot better and sells a whole lot faster. What a sales advantage you would have if you could always be sure that your product reached the consumer fresh and delicious.

## Waxed Glassine

Appreciating the importance of keeping their products in perfect condition, many candy manufacturers have adopted the protective waxed-glassine wrapper. This type of wrapping gives the best protection against excessive moisture or dryness—keeps brittle candy crisp and fresh and cream candies moist and tender. Being waxed only on the inside, waxed-glassine makes a much better appearance than the ordinary waxed paper wrapper. It does not gather dust as a waxed surface does, and being more transparent than waxed paper, it gives better display to the package.

Another advantage is that the waxed-glassine wrapper permits the use of printed end seals.

Send us a sample of your package and give us an idea of your daily output. We will return your package wrapped in waxed glassine and give you complete details of cost figures.

### PACKAGE MACHINERY COMPANY

SPRINGFIELD, MASSACHUSETTS

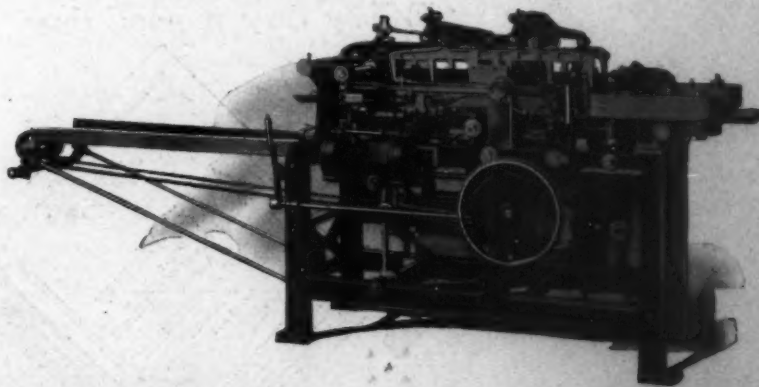
NEW YORK: 30 CHURCH ST.

CHICAGO: 111 W. WASHINGTON ST.

*Let our nearest office be of service to you*

#### MODEL F-5 WAXED GLASSINE WRAPPING MACHINE

Wraps cartons in waxed-glassine, attaching printed end-seals. Requires only 2 operators, one to feed and the other to pack the wrapped packages.



A black and white photograph showing the interior of a textile mill. Numerous workers, mostly women wearing white caps, are seated at long tables, working on large pieces of fabric. The room is dimly lit, with light coming from windows or skylights. The workers are arranged in rows, and the fabric pieces are spread out on the tables. The overall atmosphere is one of busy industrial labor.

**One of the Carrier-Conditioned Hand Dipping Rooms in Belle Mead Sweets. Cool, non-humid, conditioned air issues from the metal outlets in the ceiling.**

Day in and day out, every working day, during the past 10 years, the weather has not changed in the factory of Belle Mead Sweets at Trenton. Temperature, humidity, air movement and air purity have been automatically controlled at the condition ideally suited to the various candy making operations. Regardless of outdoor weather or season, a uniform schedule has been followed in the production of fine chocolates and hard candies.

The complete story, analyzing the cost and advantages gained through Manufactured Weather, is told in an impartial survey made by the A. C. Nielsen Company, Engineers, in collaboration with L. A. Bannon, secretary of Belle Mead Sweets Company. Confectioners ought to know the facts. They are to be found in this survey. Write for your copy or use the coupon in the corner.

**Ask for a visit from one of our Engineers**

**Manufactured Weather** ★  
makes

**"Every day a good day"**

with L. A. Bannon  
Confectioners ought  
this survey. Write  
Ask for  
Man  
"Ev

**Cut here**

**Carrier Engineering Corporation**

New York Chicago Philadelphia Kansas  
Gentlemen:  
We want to examine the Nielsen Survey  
factured Weather in the  
firm by  
Address

Offices and Laboratories  
**Newark, New Jersey**  
Boston  
City  
Los Angeles  
Washington  
San Diego

[illegible]

**A Special Survey**  
SUBJECT: **SHARPS SYSTEM OF AIR CONDITIONING**  
CHIEF BY: **WELLS HEAD SWEETS COMPANY**  
SURVEY NUMBER: **CE-46-AM**

★ It isn't  
Manufactured Weather  
unless it's a Carrier System

# Clean, Dry Starch of Uniform Temperature

for every cast by continuous process with the



*The Huhn Starch Dryer as exhibited at recent N. C. A. Exposition at Atlantic City.*

## HUHN Starch Conditioning System

**WITH** a unit installation of two Huhn machines—a cooler and dryer—the wet starch is dried, cooled and returned to buck or mogul in **6 minutes!**—in exactly the desired condition of temperature and moisture content.

**Count the Cost — for instance:** A plant using 100,000 pounds of starch with the regular dry room method can produce with the Huhn System the same tonnage with 33,000 pounds of starch and one-third as many boards, with same floor area. Or

**Production of starch cast goods can be doubled with one-third the number of boards with one-third the amount of starch and with same floor space as before**

production can be tripled by running continuously—three shifts if desired—because the wet starch which is emptied from the boards is dried, cooled to any desired degree and the same starch filled with new goods again in the mogul in less than ten minutes.

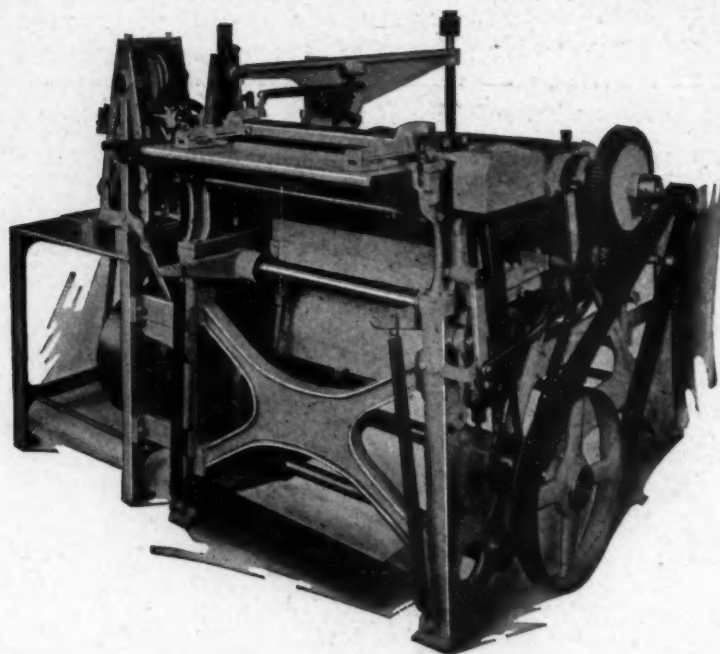
With the Huhn System the entire stock of boards are in cast. Better quality of candy is produced because the starch is always absolutely uniform in temperature and moisture content.

*Send for catalog and tell us what kinds of goods you cast in starch.*

**A. HUHN MFG. CO. - 3915 Hiawatha Ave. - Minneapolis, Minn.**



# *The* AUTOMATIC HARD CANDY MACHINE for SPHERICAL HARD GOODS



This machine embodies in it all the features of  
the Semi-Automatic Machine plus the  
added convenience of Sizing, Feeding,  
Cutting and Discharging,  
*entirely automatically*

IT SAVES LABOR

INCREASES PRODUCTION

DOUBLES YOUR PROFITS

***Hard Candy  
Producers:***

Special provisions  
are also made for  
producing the now  
famous fruit tablets  
on this machine. It  
merits your consid-  
eration. Write us.

Full information on request—Do it now!

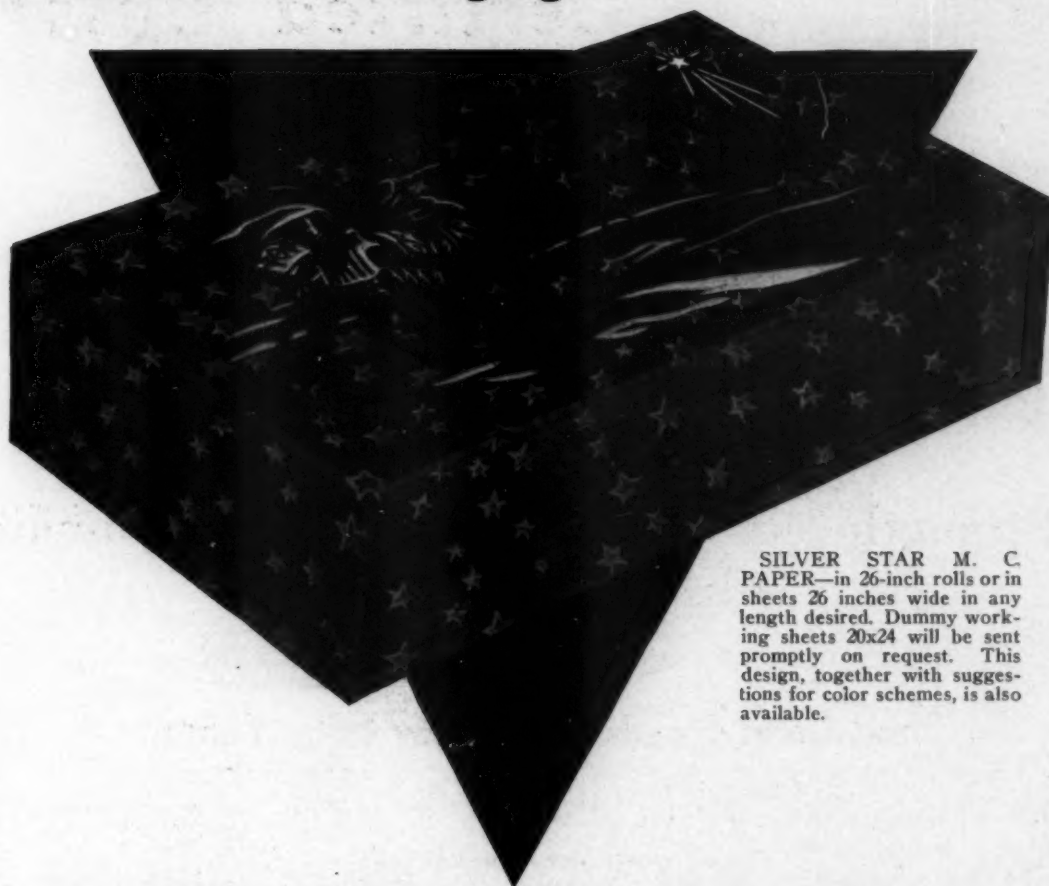
**JOHN WERNER & SONS, Inc.**  
ROCHESTER, N. Y.

New York Office: Alamac Hotel.





## For Christmas Packaging:



SILVER STAR M. C. PAPER—in 26-inch rolls or in sheets 26 inches wide in any length desired. Dummy working sheets 20x24 will be sent promptly on request. This design, together with suggestions for color schemes, is also available.

## Hampden Fancy Box Papers

**O**FFER the newest things in Christmas Box Coverings. Poster effects—at once so popular and appropriate—are at their best on Hampden Papers.

**Hampden Glazed Paper & Card Co.**  
**HOLYOKE, MASS.**

James A. Leyden,  
501 Fifth Ave.,  
New York City

Chicago Office and  
Warehouse  
500 So. Peoria St.,  
Chicago, Ill.

### HAMPDEN GLAZED PAPER & CARD CO., Holyoke, Mass

Please send sample working sheets of SILVER STAR M. C. PAPER  
—as shown in Manufacturing Confectioner.

Name .....  
Company .....  
Address .....  
M.C. ....

J. A. Stuckey,  
336 Bourse Bldg.,  
Philadelphia, Pa.

Charles A. Hans,  
206 Davis St.,  
San Francisco, Cal.

# First Producers of Certified Colors

(ATLAS CERTIFIED COLORS — scientifically prepared to meet the needs of the highest type of confectioners and for every purpose in the confectionery industry — particularly for plastic and clear hard candy work.)

Uniformity

Strength



Purity

Solubility

## Food Color Headquarters for Fifty Years

**FIFTY YEARS AGO WE PRODUCED THE FIRST HARMLESS FOOD COLORS** used in the United States

(after long study by experts of their physiological effects—the first and only work of this kind ever undertaken on coal-tar colors), and after establishing their harmlessness for food, every batch was tested before being distributed. This was 30 years before certified colors came into use, of which we were the **FIRST PRODUCERS**. We have never yet failed to prove any official wrong who claimed to find objectionable colors in our customer's goods. No manufacturer ever suffered through the use of them. We were largely instrumental in halting opposition of important officials when the present Food and Drug Act was before Congress, who would have forbidden all food coloring if they could.

### CONFIDENCE

The Progressive Manufacturer can only establish a quality product by using the best material; there are no ingredients in which confidence in the producer is so absolutely necessary or important as in Colors and Flavors. Our 75 years of business experience is a guarantee of quality products, and a sound basis for your confidence.

### COLORS FOR PLASTIC WORK

Atlas Cert. New Rose

- " " Marseline Orange
- " " C. D. M. Green
- " " Mauvine
- " " 514 Brown

and many others, which will produce those beautiful and delicate shades of nature.

### GENUINE FRUIT EXTRACTS

Our Genuine Fruit Extracts are not only so-called, but the product of the actual fruit whose name they bear.

The production processes are by special apparatus and methods which retain and preserve all the finest and most delicate esters and aromas of the finest selected fully ripe fruit picked where the most luscious of its kind is grown.

We shall be glad to have an order for pint samples and suggest our wonderful Genuine Fruit Strawberry and Raspberry Extracts.

## H. KOHNSTAMM & CO., Inc.

*Established 1851*

11-13 East Illinois Street  
CHICAGO

Factory:  
537-555 Columbia St., Brooklyn, N. Y.

83-93 Park Place  
NEW YORK, N. Y.

## EDITORIAL

ROBERT RANDOLPH, EDITOR

### *Re-opening of the Annual Swat-the-Moth Campaign*

REPORTS that the Federal quarantine service is putting into effect the annual regulatory measures to control the Japanese beetle and various other insect pests which make life miserable for us at this time of the year, remind us of the imminence of our own little insect problem in the form of worms and moths. Now is the time to inaugurate that famous "Swat the Moth" campaign! Too bad the size of the moth's litter forbids putting a bonus of a penny a head on every insect killed on the premises.

### *Messina Shippers Plan Propaganda Against American Oils*

ITALIAN producers of citrus oils are genuinely alarmed over the inroads which California is making into their business. In a report to the Department of Commerce, the American Vice-Consul at Messina makes mention of the fairly large quantities of California orange oil and terpenes which were imported into Italy last year. (One wonders if these products were destined to be re-exported to this country in "original coppers"?)

The Department goes on to say that large stocks of California orange oil are now stored in London and are being quoted at lower prices than Sicilian oil. California's entrance into markets heretofore controlled exclusively by the Sicilian essential oil producers is "viewed with deep

concern by Messina exporters and it is proposed to combat it by means of scientific articles, pointing out the great difference in quality between the Sicilian and American oils, to be published in all of the leading trade journals throughout the world."

While much of the California oil in the past has not been anything to brag about, it is a matter of consequence that California is today producing some of the finest orange oil obtainable anywhere in the world. The so-called "cold-pressed" oil, which is to say oil which has been extracted from the rind by the carbon tetrachloride process, is regarded by many confectioners as being not only as good but vastly superior to Messina orange oil for the reason that it comes nearer to giving the true bouquet of the fresh California orange with which we are familiar.

This is another step in the great program of making America independent of foreign domination in her sources of raw material supply. More power to California if she can meet Italian competition on its own ground, and give us a truer-flavored oil besides!

### *Our Washington Scientists*

HOW fitting it would have been to have inserted in the resolutions of the late convention this message of gratitude and apprecia-

"Resolved: That we express our deep appreciation to Dr. Paine of the Bureau of Chemistry, to Drs. Bates and Jackson of the Bureau of Standards, and to their colleagues and assistants in both Departments for their unflinching cooperation and untiring devotion to the scientific problems of candy industry."



E. R. ALLURED, Publisher ROBERT RANDOLPH, Editor  
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Industrial Health Conservancy Laboratories

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25 Victoria St. London S. W. 1. England



Here are men, owing no special allegiance to the candy industry, who have been doing the most valuable kind of research work for us—out of their regular sugar appropriations! These men realize the far-reaching importance of the work which they are doing, but why not give them a few words of gratitude and encouragement to let them know that we appreciate it.

The fact that the major work in candy research has been handled at Washington out of sugar appropriations ought to inspire our friends in the N. C. A. to a new line of action. They have already done one very creditable piece of work for us in this direction by obtaining the appropriation for the candy survey. Now let's see if we can't get special appropriations on candy research!

## California Interested in Corn Sugar Production

THE potentialities of corn sugar are receiving serious consideration on the Pacific Coast, to judge by the report that a prominent banker and capitalist is contemplating the establishment of a mammoth corn sugar refining plant in the central manufacturing district of Los Angeles. It is believed that a refinery of this kind would not only consume large quantities of corn, but would eventually revolutionize the sugar interests of the coast state. Corn sugar is gradually finding uses in the candy industry and the trade will watch this development with interest.

## Our Self Appointed Bureaus of Misinformation

SUBJECT: "WORMY NUTMEATS!"

SOMEBODY said that there are in this country nine hundred and some odd government and business bureaus of information, not counting the self-appointed bureaus of misinformation. Judging from the perennial crop of bright suggestions offered to the candy industry, the latter must run well up into six figures.

The following letter from one of our subscribers comes to us in the day's mail:

"We have been having considerable trouble with our nutmeats going wormy, and the jobber for ——— (a corn syrup refiner) suggests this method of treatment which he says can be used for destroying the insect matter without harm to the nuts:

5 per cent boracic acid  
95 per cent warm water

Steep nuts in above solution and let dry. If nut is of type which will go off color, such as filberts, add 1 per cent powdered alum to above.

Please advise us whether in your opinion it is safe to use this method."

In the face of such crass stupidity as that evidenced by the donor of this advice, it is difficult to retain one's normal composure. Yet this is probably only one of a dozen or a hundred equally brilliant suggestions which are daily served up to confectioners in the form of fact supposedly emanating from reliable sources.

Yes, subscriber, the boric acid will undoubtedly kill the worms in your troublesome parcel—and also, most likely, the nuts. For unless the drying is done with great thoroughness and care, their enforced waterbath will make the nuts ex-

tremely susceptible to mould. And the combination of heat and moisture is apt to prove too much for the delicate nut oil. Oxidation will darken them and they will become rancid in a very short time.

Your informant says, "If nut is of the type that will go off color, such as filbert." Is this to be taken to mean that other nuts, such as walnuts, pecans, etc., will *not*?

But if you really want to get all worked up over it, just sit down and write a little letter to Uncle Sam and see what he says about it. The use of boric acid for this purpose is expressly forbidden under the Pure Food Laws and the violation of these laws subjects the material to condemnation and the misdemeanor to heavy penalties. Alum, too, is on the department's black books, although its moderate use is still tolerated in certain industries.

About the only satisfactory way to destroy the infestation without destroying the nuts is to build yourself an air-tight lethal chamber or fumigatorium, or install the vacuum-gas fumigating equipment which is being used on the Pacific Coast. Heat treatments have been employed with some success but the nuts darken slightly and lose about one per cent of weight during the process. The poison gas methods require more care to install and operate but if the volume of materials to be handled is considerable, either one of them will repay many times over the labor and expense involved.





# The MARKET TREND

by A. A. L.



**M**R. HERMAN R. HABICHT, vice president of the Dried Fruit Association of New York, returned on July 1st and accorded his first interview to our representative. There are a number of observations which he had made while abroad which we believe is of interest to the confectioner.

Regarding the new D. F. A. walnut standard, Mr. Habicht stated that the French shippers with very few exceptions are now thoroughly sold on it since they have found that it has helped them tremendously to eliminate unfair competition.

Mr. Habicht found that a somewhat different sentiment prevailed in the almond districts, where, except for one substantial user, America is no longer regarded as an important consuming factor. He said that this indifference to American business was typical of the attitude which is beginning to prevail throughout Europe. Following the war, when they were besieged with want and poverty on all sides, America's trade looked pretty good to them. We, over here, enjoyed a buyer's market. But during the last few years, all this has changed. Europe no longer feels dependent upon American capital for their existence. They are commencing to cultivate their own neglected markets. Where a few years ago everything was "New York," today everything is "Hamburg." It is Hamburg that gives them the big orders for filberts; it is Hamburg that absorbs the tremendous quantities of almonds.

The general European complaint is that doing business with America involves an endless amount of additional detail which is not necessary in selling to other countries. Everything must be uniformly size-

graded, our dipping almonds must be 28/30, our salting almonds must be so-and-so. But Europe when buying large almonds does not require count and uniformity in the American sense.

Our fastidious appetites are neither understood nor appreciated abroad. They complain that we want the best qualities but are willing to pay the least money to get them.

An interesting sidelight on this situation is that in Mr. Habicht's travels through Italy he failed to find a single shelling plant where they had a one-ounce weight. Every time they want to determine a count on almonds they go through a lengthy process of converting avoirdupois weights to metric, etc. The idea of having a few of these inexpensive weights made up had just never occurred to them.

Notwithstanding the substantial crops which are anticipated in both the walnut and almond producing sections, Mr. Habicht does not look for lower prices this fall. The policy of retrenchment which has characterized our own buying, has been carried right along the line until today neither the importers here nor the shellers abroad have any stocks to speak of on hand to sell. The farmer, as usual, is carrying the bag. The serious feature of this, for us, is that if the demand should develop in this country suddenly, spot stocks would be cleaned up almost over night, and it would then be impossible to convert the farmers' stocks into shelled goods and get them over to America in time to avert a genuine shortage. The big crop of almonds will not do us much good unless we can lay our hands on them when we need them.

## What About Cocoa Next Year and the Year After?

# Boycott—Not Cocoa, but the Combine

Substitution of Pan-American Cocoas  
Suggested as Retaliatory Measure

### Resolution No. 2

*Whereas, in keeping with the spirit of the Pan American Conference, it is the desire of the American confectionery industry to promote good will and a community of interest among the nations of the two Americas, be it resolved that we, the manufacturing confectioners of the United States, shall, wherever possible, favor and encourage the use of Bahia and other competitive cocoas grown within the Western Hemisphere.*

**R**ESOLUTION NO. 2 of the series of five resolutions presented in last month's issue, contemplates a partial boycotting of Combine-controlled cocoas through the widespread substitution of Bahia, Sanchez, and other competitive Pan-American grades.

We are today losing to Europe vast ton-nages of "fair fermented" and "good fer-mented" Bahia cocoas which the Brazilian shippers are afraid to ship us because of the exacting Government restrictions. As a matter of fact, according to excellent trade authorities, these low grade Bahias have been showing up every bit as good as the Accra which we get from the Combine! The old defect of "ham-fat" (the result of being cured on hides and taking on a bacon flavor) has been almost entirely eliminated from Bahia shipments for the past two years. The Department of Agriculture might make it clear to our Latin-American friends that we are not discriminating unfairly against shipments of these lower grades.

The Bahia crop comprises about 15 per cent of the world's supply of cocoa—insufficient to meet all needs for a basic cocoa, it is true, but quite adequate to bring home a valuable lesson to the Combine. These cocoas usually sell at a parity with, and

occasionally at a slight discount under, the price of Accras. Other things being equal, why not give Bahias the preference in our formulas?

The effects of discriminating in favor of cocoas of Pan-American origin, would not be felt immediately, but it would exert a powerful moral influence upon the farmer, upon the Combine and upon the market generally which would inevitably be re-

flected in the prices of next year's cocoa. Granting the present inability of South American cocoas to crowd West African varieties off the American horizon, the practical consequences of a determined, anti-Combine-controlled cocoa discrimination would be far-reaching. A market, or even a substantial portion of the market lost at this time might take years of sales effort to regain.

The merchants of the Combine are not blind to this possibility. They are not going to let business slip away from them if they can help it. The fate of their fellow

citizens in the rubber industry is still fresh in their minds.

For several months they have been sounding out brokers and dealers to determine whether a consumer boycott exists in fact or whether it is merely their imaginations. Then there are rumors that perhaps all is not well within the Combine.

### Farmers!

Do not be  
fooled by the  
Combine

Do not sell your  
Cocoa under

**40/** (shillings)  
per headload\*

\*About 14c per pound f. o. b. which would establish a minimum price here of 15c a lb.

(The above is substantially the wording on a supplement to the Gold Coast Gazette, published in Accra, which appeared last fall.)

The president of one of the factors is reported to have resigned "for cause," but the incident was quickly hushed up.

The Combine shippers are good merchants, but they have stockholders to account to, just like any other organizations. As long as things look rosy, the stockholders are happy. The joint directorate of twelve can convene at stated intervals and fix the price at which their misguided American employes may sell—then go off and play golf, if they like. But just let the stockholders realize that the high-handed policy of their executives is weaning away from them one of their biggest markets, that we are slowly but surely promoting new sources of supply and deliberately discriminating against them because of their brazen tactics, and the sparks will begin to fly in another direction.

As to the British Government's part in it, at the outset of the crop last November, the official government paper, the Gold Coast Gazette, carried a front page "ad" in bold, four inch high block letters, which read somewhat as follows:

**FARMERS!**

**Do Not Be Fooled by  
the Combine**

**Do Not Sell Your  
Cocoa Under  
40/ (shillings) per  
Headload\***

The ad in question appeared on

\*About 14c a lb., f.o.b.; which would establish a minimum price here of 13c a lb.

what was apparently the front page of a local supplement, not intended for distribution to American subscribers. A copy of this page was prominently displayed on the bulletin board of the N. Y. Cocoa Exchange for several weeks during the latter part of last year but the storm of criticism which it evoked caused it to be removed shortly to quarters less accessible to the public.

The Public Documents Division of the New York Public Library was found to have a complete file of the official paper but the crudely hand-blocked supplement was strangely missing.

So it is apparent, that as in rubber, we have not only the producing factors to fight, but the paternalistic government as well. If we can strike back with a well-defined boycott of British West African cocoas, substituting and letting it be known that we are substituting Pan-American cocoas in their place, the farmer-chieftains will come down off their pedestals and the Combine will think twice before acceding to their unreasoning demands for new crop cocoas.

And where it is necessary to use Accra cocoa, give the business to one of the (alas! too few) independents. If your broker is unwilling to identify the marks for you, write us and we will try to help you out.

**A Timely Warning**

In their circular of May 24th, a prominent firm of cocoa brokers sounds a warning note to the trade lest they curtail their consumption of raw cocoa at the expense of the quality of their candies:

"For over half a century the American chocolate manufacturers have spent fortunes in buying machinery, building plants and advertising the virtues of chocolate products. The public has responded to such an extent that the U. S. A. is now one of the largest producing and consuming countries of chocolate and chocolate confectionery.

"Now an advance takes place in the raw material (cocoa beans) and immediately, probably without serious thought, certain confectionery publications begin to recommend the curtailment of chocolate manufactured goods and the reduction of sale of same; also advising the candy manufacturer to devote his attention to other confectionery products, i. e., bon bons, hard candies, etc.; this with an idea of breaking the cocoa bean market. It would hardly seem possible that this advice would be given much consideration, still some chocolate confections show that an effort has been made to reduce quality at the risk of ruining the demand for the confection. . . .

"... an attempt to break the cocoa bean market should be tried out from some other angle. . . ."

The point is well taken. THE MANUFACTURING CONFECTIONER has never at any time suggested or even considered cutting down quality to meet this crisis. In the present stage of enlightened public opinion, the impairment of quality is commercial suicide. The attempt must be made "from some other angle." How this may be accomplished is outlined in the article "What About Cocoa This Year and the Year After?" which appeared in previous issue.





## LOOKING FORWARD—

# Reasonable Expectations of Research on Candy Manufacturing Problems

by Werner W. Duecker, Ph. D.

Essex Fellow, Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh, Pa.

**W**E HAVE all heard much about the wonders of scientific investigation and of the benefits that may be derived from making intensive studies of processes and products that need investigation by scientific methods. Industrialists are becoming more and more aware of the fact that such research pays. It may safely be said that all large companies that are continuously paying dividends in the face of competition and changing markets are able to do so chiefly because they invest in adequate research. Many leading food products industries, such as the canning, fruit growers, and carbonated beverage bottling, are studying their particular problems in systematic ways.

The aim of each food manufacturer is to introduce new products of quality and to get for them satisfactory recognition. Coffee substitutes and cereal breakfast foods have been added to our list of so-called essentials, and comparatively recently chocolate has become a recognized staple food. The confectionery industry is fortunate that it may call itself the purveyor of this food and especially that it can supply it in such a wide variety of pleasing forms.

New foods are difficult to develop. If you will consider the types of foods that are available, you will be surprised to find that the basic ingredients are rather few in number. Since this is true, it follows that, in order to present these limited foods or their ingredients in the best possible or in new forms, one must understand them thoroughly. The study of basic ingredi-

ents can be made of considerable advantage, because our ability to use many ingredients is restricted only by our knowledge of their particular characteristics. Even though extensive research has been carried on for some time with certain products, particularly with sugar, it is conceded by all of us that there remains much more to learn about them.

One of the basic foods that has been the subject of recent study is gelatine. Dr.

Thomas B. Downey, who conducted this work at Mellon Institute for the Edible Gelatine Manufacturers' Research Society, Inc., attempted to determine the role that gelatine plays in the manufacture of ice cream. He found that gelatine, when incorporated with certain other food products such as milk, increases their nu-

tritive value. Not only does gelatine improve the nutritive value of the food to which it is added, but, in the case of ice cream, it improves the appearance of the confection by making it smooth and more palatable, and also by greatly minimizing or altogether preventing the formation of the grainy lactose crystals and also of ice crystals.

The confectionery industry, until comparatively recently, has relied entirely upon rule-of-thumb or empirical practices to produce technical results. The specialists in the industry should be given much credit for the advance that they have made. But it is becoming increasingly evident that scientific research should be summoned to the aid of confectionery technology to enable the investigation of the basic ingredients used in the candy-making art and also

*The article entitled*

### *Effect of Humidity on Marshmallow*

*which appeared in our April issue was written by Dr. Duecker the author of this article though his name was unintentionally omitted from the heading as published.*

## THE MANUFACTURING CONFECTIONER

to investigate some of the processes that are being constantly employed in candy factories. The problems which require solution are altogether too apparent to need enumeration and their constant presence is too striking to avoid a realization of their importance.

Just as Dr. Downey was successful in answering certain questions in the manufacture of ice cream, so it is hoped that the Essex Fellowship at Mellon Institute will contribute helpfully to the knowledge of the use of gelatine in the confectionery industry.

### Concentrating on Marshmallow Work

So far the principal use of gelatine has been in the preparation of marshmallow and for that reason the first object of research has been this confection, and then it is expected that definite specifications can be determined regarding the kinds of gelatine that are most suitable for different purposes.

Since the marshmallow problem is of primary interest, most of the research effort of the Fellowship is being concentrated on it. In consequence, there have been evolved criteria of excellence of marshmallows, which have been determined by especially devised tests which give these criteria of excellence numerical significance. At present these tests are being evaluated by a number of interested manufacturers, and later when, by coöper-

ation, entirely satisfactory methods of testing marshmallows have been evolved, these findings will be made available to the confectionery industry, so that all may profit by the findings.

Dr. Downey showed that gelatine gives to ice cream a smoother texture, and the Essex Fellowship studies have demonstrated that gelatine gives a smoother texture to certain candies and have explained this effect. Gelatine, due to its colloidal nature, will retard, increase or altogether prevent the crystallization of cane sugar. Since one of the arts of the confectionery industry is to control the crystallization of sugar, gelatine will prove of definite aid in making many types of candy. Through this research its use will be of greater advantage than it has hitherto. And it is hoped that later on new information will be available which will enable the manufacturer to control precisely the rate of crystallization and also the size of sugar crystals, and which will aid generally in the making of all candies.

The results of this research should be of particular interest to the confectioner who is constantly trying to improve his products and who is constantly searching for substances and procedures which will enhance quality or enable novelty. It may be that a comparatively little understood food substance such as gelatine will open up avenues for the development of new and better products.



# THE ADVIEWER

## The Yardstick of Advertising Value

"WHAT sort of yardstick or measuring gauge do you pretend to use," inquired a sales manager of The Adviever recently, "in criticizing advertising? What is the basis of your comments?"

"Do you know how effective a piece of copy has been before you attempt to judge it? How can you, unless you have figures relating to sales or inquiries at your disposal, pronounce one advertisement good and another one inadequate?"

The Adviever asked for a minute or two to pull himself together before climbing up into the witness stand. Then he admitted it was rare indeed that he had definite performance data as to the pulling power of a candy manufacturer's advertising. Few manufacturers possess that data, for the good reason that few of them use coupons or key their advertising in any way so as to measure its effectiveness.

"Nevertheless, unless you are running a mail order business, it is not necessary to know in detail what an advertisement has done to form some sort of reasonable judgment as to its value," he suggested to the sales manager inquirer. "Advertising is designed, written and published 99 per cent of the time to sell goods. If it doesn't do that, it fails. If it sells or helps to sell, it succeeds in varying degrees. Thus the final judgment of an advertisement must be based on sales. That fact, however, need not rob the preliminary or advance appraisal of an advertisement based on common sense and familiarity with 'printed salesmanship' of its claim to some positive value.

"Most advertisers criticize advertising on what is unquestionably a wrong basis. They rate as 'Good' what appeals to them as individuals and seldom try to catch the point of view of the man, woman or child whom they hope will be converted into a buyer. I suspect that there are even sales and advertising managers who undertake to evaluate advertising without any real standards as a basis for their judgment—"

"Is that possible?" broke in the party whose questions had prompted the discussion. "And have you a yardstick? After

all, that is what I started in to ask you about when you sidestepped me so neatly." And there was something that sounded like a tinge of sarcasm in his voice.

The Adviever pleads guilty to carrying a sort of yardstick, a flexible affair, that he pulls out of his pocket and applies to candy advertising occasionally. It is not original with him. More than that, it is far from perfect; but he believes it does help in getting at some sort of wholesome analysis. If it doesn't measure the value of an advertisement accurately every time, it does at least afford some reasonable basis for saying that one piece of copy is bad while another is good. So here it is:

### A Yardstick of Advertising Value

1. Attention Value .....20 points
  - a. Art .....10 points
  - b. Layout and typography..... 5 points
  - c. Headline ..... 5 points
2. Interest Value .....20 points
  - a. Copy interest .....15 points
  - b. Forcefulness of pictorial appeal ..... 5 points
3. Stimulation of Immediate Sales.....35 points
  - a. Persuasiveness of copy.....15 points
  - b. Forcefulness of copy.....10 points
  - c. Credibility of copy..... 5 points
  - d. Timeliness of copy..... 5 points
4. Stimulation of Future Sales.....15 points
  - a. Basic soundness of reasons in copy ..... 5 points
  - b. Absence of jarring notes.... 5 points
  - c. Memory or good will value. 5 points
5. Economical Use of Space.....10 points

Probably the advertising manager who will accept that yardstick for his own use without both major and minor changes hasn't yet been called on by a printing salesman. The Adviever doesn't offer it as something perfect; but it is, at least, a basis for intelligent appraisals. Finally, it should be said that as it stands above it is not by any means original with The Adviever. On the contrary, it is as synthetic as Chicago moonshine—the result of much discussion with advertising men, of articles in business publications and a little thought on his own part.

### Outdoors and the Candy Appetite

The best thing about this advertisement in the National Confectioners' Association series is that it is convincing. To a greater extent, it seems to the Adviever, than any



of its predecessors. Here we have the industry speaking to several million possible buyers of candy in language that they all either understand or want to understand, playing on keys that have an all but universal appeal and selling the candy idea by capitalizing on a truly national yearning for outdoor recreation. The layout is the orthodox pattern adopted for the association campaign. Not bad; not too good.

# CANDY

IN THE GREAT OUTDOORS



**DOWN THE OPEN ROAD** to the great outdoors—the splendor of mountains, the lushness of fields—in shadowy groves the much of nature—the clack of grill balls—a swirl in cotton or silk—crisp lines glowing in the night.

It's the summer you play hard and sweat up more energy. Conquer nature, you need a little motivation to carry you through the strenuous exertion of the outdoor season. Cindy Campbell is a wilderness guide. She found a

variety of animal wilderness finds every day under different names.

Nuts, milk, sugar, butter, molasses, eggs, pine trees, honey, corn syrup, molasses milk, and chocolate are just a few of the healthful building blocks that create wilderness. And you know how good it tastes.

Get a few bars a day for energy. Candy recharges lungs and warms winters. It's about as far from home. So take it to your next wilderness.

**Scheduled to Appear in Saturday Evening Post  
July 23rd**

The art work seems just average. Perhaps a good half-tone would have been more effective, regardless of the effect sought. For the copy the Adviewer has only frank commendation. It strikes him as excellent. The reader of the Saturday Evening Post who has plowed through the automobile, electric refrigerator and food products advertising will find it thoroughly interesting. Once he starts to read it, he will go through to the end. America north of the Rio Grande capitulated to the lure of outdoor recreation long ago. One of the advertiser's best bets, therefore, to cash in on this national trait. What a story candy has to tell to the ravenous golfer, hiker or fish fan. The industry can do far worse with its sales promotion dollars than to link candy up with outdoor sports as readably and as attractively as advertising skill will permit.

## Romance Rampant

THE candy industry has produced few campaigns during the last two years more compelling than those of the Cox Confectionery Company, which have tied up closely with the nation-wide fascination of the movies. A piece of copy from this year's advertising is pictured here. The copy is long. The type is small and the artist who made the layout threw in an optical center, it would seem, wherever he found a pool of white space. Notwithstanding that, the copy pulled replies and sold Romance chocolates in a manner that must have upset some of the theorists who argue that readers today haven't time to plow through long copy. Up to the present time hundreds of scenarios have been submitted in the contest which offers a trip to Hollywood free. Only a handful of advertisers seem to have any real appreciation as to the hold that certain diversions, such as golf, camping and the movies, have on the thought and action of America, especially Young America. The Cox people have been quick to recognize the value of hooking up their chocolates with the yearning for a closer insight into the movie world that exists in the millions to whom the pictures are the royal road to romance. Finding the dominant theme for advertis-

**You too**  
may visit  
Hollywood  
*Free!*



*A CHAT with VON STEINHEIM after watching his director's work from "THE WEDDING MARCH." WILL HARRIS in early dialogue telling fiery Birnie. BILL HALL retelling their experiences in his home town. A Studio cat in and from the hotel each day. JACK GILBERT, ROSE LABOQUE, and many other stars as personal acquaintances and... that is the actual experience of MISS IDEALIA GARNER, of Alliance, Ohio, winner of the FIRST ANNUAL ROMANCE-HOLLYWOOD CONTEST... and now she leaves your chance.*

**NEXT** summer some other lucky person will have a first stop in HOLLYWOOD. The master of ROMANCE, CHOCOLATES, directs a play for a motion picture, based on a brilliant experience in which a box of chocolates plays a prominent part.

A top quality line that of MISS GAMBLE'S is offered to the traveler. Get flustered over. Remember one incident that occurred in connection with a box of chocolates and work it up into a play for a movie. Think of the thrill of having an honored guest in the land of romance.



Miss IDAELIAN GAMBLE  
winner of the 1936 Canteen  
Club Wallace Award in  
Hollywood, August, 1936



**"for the Atlanta"**

- [illegible]

[illegible]

ing to follow is quite as important, if not more so, than skillful presentation of that theme by artist and copywriter. What the Cox Confectionery Company has done ought to stimulate others in the industry.

### Small Space Well Used

K-M's are the production of a newcomer in the field of confectionery, Kraft Cheese Company. Sampling crews have been introducing them to the public at large and the Kraft people have done a rather neat job of getting initial distribution. Here is reproduced one of the six-inch, single column newspaper advertisements which is a good example of how small space can be used economically. When you pick this piece of copy apart it is surprising to observe how much selling ammunition Kraft has succeeded in packing in here without in the least giving the impression of crowding. Many advertisers are more or less forced to use small space. They conclude too often that they can't compete with the fellow who buys pages and spreads and in their eagerness to make their small advertisements shout loud and clear they produce shrieks. This Kraft advertisement is nicely balanced. It is black enough to get the reader's eye



## Healthful as Sunshine

Sweet as candy, invigorating as food—that's K-M's.

K-M's are malted milk in candy form—contain pure malted milk and sugar—a safe confection for young and old. Eat as many and as often as you like.



and well short of being black enough to incur the publisher's enmity to the point where he will try to bury it. The headline and illustration are attractive and timely. Taking it all in all, it is an advertisement that tells the news of K-M's in a bright, informative way without any effort at extravagant claims or bombast. Other advertisers can study it with profit.

### Fond of Reading?

WITH the season of summer fiction almost here the current advertising of the Chase Candy Company is interesting to examine. The accompanying piece of newspaper copy is one of the shorter samples from this company's scrapbook, although it advertises ten different bars and the candy menu display stand. Brevity is sometimes heralded as a cardinal virtue in copy, the reason most often given being that the consumer won't take the time to read more than fifteen or twenty words about any advertised product. That, let it be said, is no more or less than unadulterated sheep dip. The consumer or prospective consumer will read as much in an advertisement as is interesting to him. And the experiences of numerous mail order advertisers with coupons at the end of full pages of copy set in six point type prove it. Here Chase shows how an advertiser can utilize every agate line without waste and still get some display into his copy. The Advertiser suspects that some of the aesthetics—if there are any in charge of candy sales and advertising—will



Chase's Candy Cop says, "You can hardly blame him for stealing a Chase's Tween Meals bar, but I must do my duty."

# Candy

Extra Values  
Your choice **5¢**  
of 10 bars

NOTE: Tween Meals is just 1 of ten delicious bars you can select from Chase's Candy Menu Stand or Chase's Candy Menu which are on almost all candy cases. They tell you what is in each bar so you can pick the bar YOU like. Select YOUR bar NOW and get it when you are near a store selling candy.

Which do you like?

Words in big type tell main content.

**Nut butter**—between crisp pure molasses flavored brittle. Rich chocolate coated.  
—ask for Chase's *Butter Crisp* bar.

**Cream & almonds**, toasted and fresh. Flowing cream. Double thick chocolate.  
—ask for Chase's *Almond Bar*.

**Caramel & nuts**—Fignolia nuts. Black walnuts. Soft caramel. Milk chocolate.  
—ask for Chase's *Nut Caramel* bar.

**Maple & walnuts**—Imported nuts. Maple sugar cream. Double thick chocolate.  
—ask for Chase's *Maple Nut* bar.

**Walnuts & nougat**, extra rich and soft. Chopped black walnuts. Chocolate.  
—ask for Chase's *Black Walnut Nougat*

**Layer cake**—Wafers and cream. Nuts. Butterscotch caramel. Milk chocolate.  
—ask for Chase's *Pretty Girl* bar.

**Malted milk** flavored luscious nougat with fresh nuts. Rich chocolate coating.  
—ask for Chase's *Malted Milk* bar.

**Peanuts & fudge**—Large, fresh whole peanuts. Soft maple fudge center. Rolled in butterscotch caramel. Rich chocolate coating.  
—ask for Chase's *Tween Meals* bar.  
(Be sure to try Tween Meals.)

**Marshmallow**, extra tender and fluffy. White and pink. Very rich chocolate.  
—ask for Chase's *Jumbo* bar.

**Cocoanut**, freshly grated in rich cream. Crushed pineapple. Chocolate coating.  
—ask for Chase's *Cassey Jones* bar.

Buy from  
**Chase's**  
Candy Menu or  
Candy Menu  
Stand  
on nearly  
All Candy Cases



complain that this style looks too much like low-price department store advertising. There are two answers to that. One is, "What of it?" And the other is the reminder that it's much easier to be critical than correct.

### Well Displayed Half Sold

**M**ERCHANDISERS in the last three or four years have begun to give the matter of the proper display of candy, wearing apparel and all sorts of products some of the attention it deserves. The accompanying advertisement from *Confectioners' Journal* serves to indicate how important the Beech Nut Packing Company regards the element of display. In the first place large enough space, full page in this case, is used to get more than passing attention. Secondly, the copy is kept brief and to the point. There is no wandering around or dragging in of unrelated subject. The jobber or retailer glancing at the copy, knows without plodding through several paragraphs what the advertiser is getting at. Finally, instead of merely throwing together some type and calling it a day, the Beech Nut people apparently turned the task over to a craftsman. The result is a well-laid out job, no crowding, type with some individuality and a good illustration. Taken as a whole, it represents the sort of copy more business and trade paper advertisers should aim at getting. Putting the five-cent item on top

They sell on sight  
Display them!



WRITE to the Beech-Nut Packing Company, Canajoharie, N. Y., for the New Beech-Nut Mint, Fruit Drop and Candy Drop display case. Order the goods from your jobber.

## Beech-Nut

Gum • Fruit Drops • Mints • Candy Drops

Peppermint  
Wintergreen  
Spearmint  
Lemon  
Fruit Flavored

Orange  
Lemon  
Lime

Peppermint  
Wintergreen  
Spearmint  
Clove

Wintergreen  
Peppermint  
Spearmint  
Clove

of the dealer's counter is, as everyone in the candy industry knows, a tremendously important job. Such advertising as this, persisted in, will go a long way toward accomplishing it.

### Favorable Ruling for Cocoa and Chocolate by I. C. C.

**O**N NOVEMBER 14, 1925, the Association of Cocoa and Chocolate Manufacturers filed a complaint with the Interstate Commerce Commission to the effect that both the carload and less-than-carload ratings on cocoa beans and the less-than-carload ratings on chocolate and chocolate coating in the official, southern and western classifications, and the carload ratings on chocolate and chocolate coating in the official and western classifications are unreasonable.

The Interstate Commerce Commission has just issued a decision in our favor as regards cocoa beans in both carload and less-than-carload lots and in our favor as regards chocolate and chocolate coating in carloads. (Note the increase in the minimum weight for carloads).

The tables below give the present and the new classifications:

Present Classification	Ratings		
	Official	Southern	Western
<b>Beans—Cocoa:</b>			
In bags, barrels, or boxes, L. C. L.	2	1	2

Present Classification	Ratings		
	Official	Southern	Western
In packages named, C. L., min. wt. 30,000 lbs.	4	4	4
<i>Classification Effective July 7, 1927</i>			
<b>Beans—Cocoa:</b>			
In bags, barrels, or boxes, L. C. L.	3	3	3
In packages named, C. L., min. wt. 36,000 lbs.	5	5	5
<b>Chocolate Coating:</b>			
In bags or bales, L. C. L.	1	1	1
In barrels or boxes, L. C. L.	2	3	2
In packages named, C. L., min. wt. 30,000 lbs.	3	5	3
<i>Classification Effective July 7, 1927</i>			
<b>Chocolate Coating:</b>			
In bags or bales, L. C. L.	No change		
In barrels or boxes, L. C. L.	No change		
In packages named, C. L., min. wt. 36,000 lbs.	4	5	4
<b>Chocolate:</b>			
In barrels or boxes, L. C. L.	2	2	2
In packages named, C. L., min. wt. 30,000 lbs.	3	4	3
<i>Classification Effective July 7, 1927</i>			
<b>Chocolate:</b>			
In barrels or boxes, L. C. L.	No change		
In packages named, C. L., min. wt. 36,000 lbs.	4	4	4





*A department, conducted by The Industrial Health Conservancy Laboratories, for purpose of promoting Sanitary practices in the confectionery industry.*

## Starch Drying and Sanitation

*by Carey P. McCord, M. D.*

**T**HE finger of accusation has been pointed to the starch room as a source of candy contamination for a long time. The use of starch for moulding or casting leads to the exposure of starch boards containing the moulded goods for from twelve to seventy-two hours, more or less, and subsequently two or more days' exposure of the starch alone in the dry room. When for any reason the humidity is high at the point of drying, the entire process becomes long and tedious. This exposure of starch gives rise to a number of opportunities for sanitary infractions. Starch containing moisture is a fairly good medium for bacterial growth and is a better medium for the growth of fungi, commonly called "molds." It is probable that all starches as used in candy trades contain mold spores.

In addition to bacterial contamination promoted under the conditions of usual exposure, vermin may seek to make their homes and lay their eggs in this starch. Exposure of starches leads, in addition to contamination by life forms as mentioned, to contamination by the dusts and soot present in the air, etc. In any candy factory extensively employing starch for moulding purposes the quantity of this substance tied up in the slow processes of drying is enormous, and the amount of space necessary to house this drying starch is likewise enormous.

The ideal equipment for this purpose would have among its capacities the following:

1. *The automatic and dust-proof carriage of starch from the starch board dumping machine to the starch board filling machine; dehumidification of the starch taking place during transit.*

2. *Dehumidification of starch to usable percentages by continuous process at such a rate as not to involve storage.*

3. *Screening and separation of all materials larger than the usual starch granule.*

4. *Such compactness as to size and such freedom from heat, noise, etc., as not to make the machine objectionable in the factory.*

5. *Disinfection and disinfestation of the starch to the end that the dried, renovated starch may be free of harmful bacteria, molds, and vermin.*

The advent of any drying equipment even approaching the high qualifications mentioned above should be acclaimed as an instrument providing for a marked improvement in sanitation in the candy industry. Such processes would at once eliminate the long exposure period involved in the room drying process. Such a machine would pave the way for the removal from the factory of two-thirds of the starch and two-thirds the number of boards or trays commonly tied up in the old drying process. Such a machine would also release a large amount of valuable space which can either be cut off the overhead expense or utilized to better advantage.

The high standards set for an ideal machine may not prove requisite for the practical machine. It is impractical to sterilize starch under the conditions attending mechanical starch drying. By "sterilization" is meant the deprivation of reproductive power. To sterilize starch would mean the deprivation of power of reproduction for bacteria, molds and insect life. This may not be obtained with a temperature less than 150 degrees Centigrade with an exposure period of approximately one hour. This is impractical for

two reasons: in the first place the starch may be charred or at least impart to candy an objectionable taste, and in the second place the time required is not available. Fortunately, most of the harmful bacteria are killed off at low temperatures.

The bacteria from which harm may be expected at candy factories are commonly derived from contact with workers. Most of these bacteria are readily killed at temperatures far below the temperatures of sterilization. This process of getting rid of harmful bacteria without actual "sterilization" is termed "disinfection." With reference to the elimination of insects, Royal Chapman states:

*"Temperatures between 40 and 50 degrees, Fahrenheit, allow very little development of the insects, while lower temperatures practically stop development, but if later brought to a higher temperature, development will usually go on. Insects develop most rapidly at about 80 or 90 degrees F. Few insects will develop normally at temperatures higher than 100 degrees, most insects will die in a temperature of 120 in a few hours' time, and few can stand a temperature of 140 degrees for even a very short time."*

It is believable that any such low temperatures as those mentioned, while killing off the majority of adult and pupae form of insects, would not kill the eggs. However, through continuous treatment at frequent intervals it is believed that even low temperatures would eventually eliminate most insect life. However, at all times the temperatures obtained should be as high as is compatible with freedom from injury to

the starch or subsequent candy. The desirability of killing off as high a percentage of life forms as possible may be recognized from the knowledge that roaches may invade starch and that roaches may be infested with certain types of round worms. It is known that when roaches so infested are eaten by rats a cancerous growth appears to develop in the stomach of the rats, apparently due to these worms. While it is not established that any similar condition may result in human beings following the ingestion of these round worms derived from roaches, it becomes a sanitary obligation to avoid even this possibility whenever possible. In short, a temperature of at least 75 degrees Centigrade should be utilized, employing a much higher temperature whenever possible, approximating 100 degrees Centigrade in the absence of genuine objectionable features.

In addition, starch drying machinery should provide that at longer intervals the starch may be passed through the heating apparatus at such a slow rate that sterilization may be approximated. This will afford a procedure whereby long stored starch prior to re-use may be run through the drying machine and held in the heating chamber one hour or more at the highest practical temperature, thus accomplishing a high degree of disinfection and disinfestation.

It is greatly to be hoped that new developments in this field may present a merit so great that this type of machine will be found in every candy factory utilizing starch.



# Everybody's Business

---Floyd Parson's Page---

*Exclusively for The Manufacturing Confectioner*

## Communication in Modern Business

**I**T'S the little things in business that destroy our efficiency and fill our minds with worry.

The people who accomplish the most are those who never do anything that can be done just as well by a lower-priced employe. They never write a letter, sharpen a pencil, carry on a telephone conversation or see a caller if anybody else in the office whose time is worth less can do it for them. These men follow a schedule that assigns a certain time each day to the performance of a special job. Their subordinates understand that there are hours when they prefer to be undisturbed.

All of which brings me to discuss one or two matters, the first of which is letter writing. I doubt if one boss in ten knows exactly what it costs in his office to write a letter of average length and importance. The general run of business men believe that the cost of writing a letter is no more than four or five cents. Strange as it may appear, our ideas concerning this most common of all business practices are based largely on guess-work.

A survey will show that there are few offices where the average cost of writing a letter is as low as 10 cents. One large banking house in New York City, on examining the problem, made the startling discovery that each letter represented an actual financial outlay of 40 cents. This particular concern pays its stenographers comparatively high salaries, uses expensive stationery and occupies quarters for which it pays a large rental. An insurance company does much better, for it gets its letters out for 16 cents apiece, using the stenographic methods, and 11 cents apiece with dictating machines. In both cases the figures represent averages for an entire year.

The insurance company mentioned above pays its typists one-half cent a line based on 60 spaces to the lines, the date, salutation and close of the letter counting as two lines. Dictating machines make it possible for the typists to turn out 800 lines a day, which compares with 300 lines a day turned out by the stenographers using notebooks. The notebook stenographer remains supreme, however, in those offices of executives where the boss hands over letters commenting briefly and privately on the nature of the reply to be written.

But for routine work in large offices, the mechanical devices possess advantages.

One company found that four notebook stenographers had all they could do to take the dictation of 12 men, while five typists using the reproducing-machine method turned out with ease the dictation of 60 men. This same investigation disclosed that the average stenographer writes 22 letters a day, while the busy operator of a dictating-machine turns out 65. Another survey in the offices of an automobile manufacturing concern sending out approximately 5,000 letters daily disclosed that letters written by notebook stenographers cost \$0.2484 a letter, while those produced with dictating machines cost \$0.1893 each. These costs included every item up to and including the delivery of the mail to the post office. The charge for space, heat, light and power was based on an assumed cost of 40 cents a square foot annually.

Many executives who believe that their letters cost only 5 or 6 cents each would find on investigation that some of them cost as much as a dollar apiece. The hundred-dollar-a-week man working 39 hours costs his concern a little more than \$2.50 an hour. When such a person devotes 30 minutes to a carefully prepared letter, the company is already out of pocket \$1.25 for his services alone. Going a step farther and basing conclusions on the results obtained in a recent investigation, we may say that if the reproducing machine is given a value of 100 per cent in answering correspondence, then notebook dictation is 80 per cent efficient, a soft pencil 70 per cent, fountain pen with selected point 65 per cent, improved ball-pointed pens 55 per cent, while the old-fashioned steel pen for letter writing is only 40 per cent efficient as compared with results obtained when a mechanical dictating device is employed.

Having thus established the high cost of letter writing, we may well ask for the answer to the problem and two considerations come to mind at once. The first is to increase the effectiveness of letters, and second to employ substitute methods.

### Increase Effectiveness of Letters

**T**HE letters of yesterday would fail to serve the needs of today. The present aim is to establish uniformity of style without destroying individuality and freshness. There must be correct diction, forceful expression through concentration on the chief points, and progression to a natural, logical, convincing conclusion. Perhaps the most difficult communication to write is an



## THE MANUFACTURING CONFECTIONER

adjustment letter. Here the writer's aim is to continue business relations. The communication must be free of sarcasm or ill-temper; must avoid flattery and attempts at humor; must give information, not instruct; must not try to force the complainant to admit he is wrong; must avoid negative suggestions, and never reflect on the customer's veracity. A good start for such a letter is to say, "It is a real pleasure to help straighten out this difficulty."

Don't waste words stating that a letter has been received and the contents noted. Your reply indicates this. Don't call every letter a favor, for many letters are far from being favors. Don't use the word "beg" and don't include exaggerated statements such as the expression, "the biggest value in the world for the money." The word "please" in telegrams costs a million dollars each year, and wise people insist the money so spent is an excellent investment. The word "please" can be used as effectively in a letter as in a telegram. Form letters designed with care usually show restraint and sincerity and are free of superlatives. They are often superior to letters hastily dictated on the spot.

Don't say "I wish to advise you"; you are not advising, but simply telling him something. The words "tell," "acquaint" and "inform" are far better usage. If it does not require too long a paragraph, it is best to finish the idea or thought in mind in the same paragraph in which you introduce it. Short paragraphs are attractive but they can be so brief as to be jerky. In closing a letter, the expressions, "Wishing you success," "Trusting you are well," etc., are not as strong as "I wish," "I trust," "I hope," and the like. Be positive. Also avoid trying to cover two separate business transactions in one letter. Write another letter. And remember that the fellow who trusts his punctuation to a stenographer admits his in-

competence and should not complain if his letters are misunderstood.

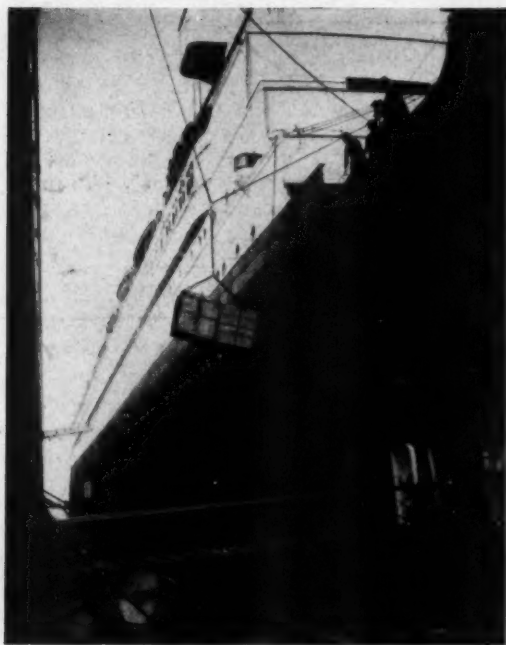
With business letters costing so much, modern executives are turning more and more to the telephone and the telegraph. We are now operating under forced draft, and speed is a prime virtue. The wire message has a punch that the letter lacks, and it is generally found lying on top of the morning mail. This gives it the element of priority. When a letter is mailed, the transaction dies until the letter reaches its destination; the same transaction dies again while the answer is traveling back. The telegram generally goes direct to the right man and does not filter through a whole organization. One efficiency expert found that his company lost the benefit of 100 additional business days each year by using the telegraph only for cases of great emergency.

As a selling medium the telegraph is coming into its own. It gets results because more importance is attached to it. Two concerns were in competition for business in a Western State. One used the telegraph and had closed its contract before its competitor's letter had gotten out of the city. A shoe manufacturer in New England, wishing to clean out a stock of slippers, sent 250 telegrams costing \$160 and disposed of the goods at a selling expense of only 1 per cent. A large company in Baltimore invested \$30 in night letters and disposed of \$6,000 worth of olive oil at a selling cost of one-half per cent. Slow-pay customers will heed a telegram requesting money, when a collection letter would be thrown in the waste basket. One successful concern handles all delinquent accounts by mail correspondence up to a certain period, and when this proves unavailing, the telegraph is employed.

All of which means that the field of communication in modern business circles provides a problem that should be scheduled for careful consideration.



## Breaking Into the Export Game—A Series



All Aboard for Foreign Shores

**F**ROM what has been written already it is clear that the market for candy is practically worldwide. It must not be inferred from this, however, that all countries are open to receive the products of any individual manufacturer. Popular taste varies considerably in different countries, and the manufacturer who hopes to cut anything of a figure in the foreign market will have this brought home to him forcibly before he has been long in the export business.

In selecting markets abroad there are two major factors, the importance of which cannot be overemphasized: the nature and extent of the business, and the stability of the government of the country with which the manufacturer seeks to do business.

Abroad, as at home, the market for high-grade specialties is restricted. Indeed, conditions being what they are, it is doubtful if there is any considerable volume of business to be done abroad in this class of merchandise at the moment. But the manufacturer who caters to the popular taste, especially if he markets a full line of confectionery, has no such barrier to encounter.

The stability of foreign governments is often a good index to the economic condi-

### Selecting Your Markets

The second of a series of practical discussions on selling candy in foreign markets

*by An Export Manager*

*Associated with One of the Leading Manufacturers of Confectionery in U. S. A.*

tion of the countries over which they rule. There are, of course, some exceptions, notably in the case of England and France. In both countries, before and after the World War, we have seen governments come and go, but the ordered life and economic soundness of the two nations continued, and still continues undisturbed. Taken by and large, however, it is a factor which the manufacturer will need to weigh carefully when the time comes for him to decide.

European markets, with one notable exception which need not here be specified, are in the main reliable, and there is no foreign field which the American manufacturer can enter with the same feeling of safety as the European field. This is true also, of course, of Canada, Australia, New Zealand and South Africa, and to a less extent, perhaps, of certain scattered outposts of other European powers. It is the opinion of this writer that the greatest potential market lies in the Far East, but there conditions are unstable, and Oriental traditions are so different from our own that the beginner in export is advised to keep clear of Asia until after he has cut his wisdom teeth in the European market.

#### England the Best Market

As a market for American confectionery England is far ahead of any other country in the world. It is, perhaps, the easiest of all foreign markets for Americans to cultivate, the most remunerative, and generally the most satisfactory. As was pointed out in the first article of this series, during the year 1922, the last year for which statistics are as yet available, 3,360,166 lbs. of confectionery, 11,015 lbs. of chocolate, and 774,385 lbs. of chewing gum were imported from the United States. In other words, one-third of all the confectionery and one-fourth of all the chewing gum ex-

ported from the United States in that year went to England. The uninitiated may think, perhaps, that these vast quantities fully exhaust the export possibilities of the English market, but such is far from being the case. English commerce is world-wide in its ramifications. She is older in the export business than we are. Her merchants are constantly seeking and developing new markets within and without her far-flung empire, and much of the candy she imports from the United States is re-exported by her to other countries.

Curiously enough, our best customer, England, is herself a large producer of confectionery, though she is not herself as great a manufacturing nation as we are or as Germany was before the war. But she is the world's greatest middleman, dealing in every commodity, with every people, in every clime under the sun.

Our gum goods are very popular with all classes over there, and so, too, are our creams, which is quite as it should be, for we probably excel in the manufacture of these two items. The utmost we can claim for our marshmallow goods is that they are holding their own in this market. It must be borne in mind, however, that marshmallow is not as popular a candy over there as it is here. Very little American hard candy is bought in England. Popular taste favors toffee and caramels of local manufacture and excellent quality.

The English market, as has been said, is our biggest market, but the margin of profit is low. To meet local competition the American manufacturer must take full advantage of the drawback on sugar. Nevertheless, England is by far the most popular of our foreign markets, the most reliable and, of course, the easiest to cultivate. The language barrier, which in some cases is so difficult to surmount, does not exist here. And there are no arbitrary rules and regulations governing the foreign trade of that country. The English have so long and so successfully wooed the foreign markets themselves that they understand the business better, perhaps, than any other people, and in the case of their own country have simplified it to the last degree.

According to latest advices, the prices ruling in the English market are: Chocolate bonbons, 98 cents per lb.; caramels, 42 cents per lb.; fruit tablets, 35 to 45 cents per lb.; peppermint creams (a highly pop-

ular confection), 45 to 50 cents per lb.; chocolate almonds, 60 cents per lb., and bittersweet chocolate, 76 cents per lb. The market for gum drops here is practically inexhaustible. The price, however, should be low to meet local competition, which is daily growing more and more acute. American chewing gum is retailed at 6 cents per packet of six bars. The local product in this line, which was practically unknown in England until the war, is much cheaper, but it is of very inferior quality. The market for chocolate is almost entirely in the hands of local manufacturers, who have little to fear from American competition.

There are good markets for American candy, too, in the adjacent countries, Scotland, Wales and Ireland. Scotland, in particular, is a heavy buyer, not only of confectionery, but of chocolate also. In fact, it is one of the best markets we have for this commodity, the figures for 1923 being 149,260 lbs. The Scotch favor cocoanut goods, marshmallow and mint candies, while the Welsh are partial to hard gums and mints.

In Ireland there is a pronounced sentiment in favor of American products, and the manufacturer who takes the market seriously should enjoy a virtual monopoly in a short time. The local trade, never very flourishing, has recently passed into English hands. In 1923, 153,325 lbs. of American confectionery, and 25,778 lbs. of



Merchandise being lowered into the hold



chewing gum were imported. This trade was handled by English agents, against whom there is deep-rooted prejudice. In Ireland, as in Norway, the city is for direct imports. The Department of Commerce recommends the establishment of warehouses by American manufacturers, but this writer, who has intimate personal knowledge of the market, believes that equally good results could be obtained by making satisfactory arrangements with local distributors. The four principal seaports, Cobh (formerly Queenstown), Dublin, Belfast and Londonderry (Merville), are admirably served by English, German or American steamship lines.

#### **Holland**

These four countries provide the greatest outlet for our overseas trade in confectionery; but on the mainland of Europe there are markets, too, which it will pay us to consider. Of these, Holland is the chief with 93,938 lbs. of confectionery and 61,394 lbs. of chewing gum. There is no market here for chocolate, as the native product, in the manufacture of which approximately 10,000 persons are engaged, is perhaps the best that can be obtained anywhere. It is a confectionery market pure and simple, and one, too, that is capable of considerable expansion if properly handled. The innate conservatism of the people renders them slow to change either their habits or their tastes. But a sustained advertising campaign would accomplish highly beneficial results. The confectionery most in demand is hard candy, with caramels, gum drops and toffees following in the order named. No consular invoices are required, any more than they are for shipments to the British Isles.

#### **Denmark**

Next in order of importance is Denmark, with 55,037 lbs. of confectionery and 207,459 lbs. of chewing gum. It is estimated that Denmark has nearly 400 candy factories and 14 chocolate factories. Many of the former, however, are very small, employing at most ten or twelve people, but the quality of the products is high, as it has need to be, for the Danes are highly critical in their candy requirements. Good candy, which can be retailed at popular prices, however, will sell here, as will also specialties. The market for chewing gum is growing by leaps and bounds. No consular invoices are required.

#### **Norway and Sweden**

Norway takes about half the quantity of confectionery from the United States that

Denmark does, but the demand for chewing gum is very slight. In 1923 she imported only about 4,000 lbs. This is another market to which American manufacturers have never given serious attention, with the result that Norway, which once imported her confectionery in considerable quantities, now exports her own to some of those countries which formerly supplied her. American confectionery is too sweet for Norwegian taste. There is, however, a small market for confectionery of the cheaper grades. No consular invoices are required.

In 1923 Sweden imported from the United States 29,683 lbs. of confectionery and 49,682 lbs. of chewing gum. There is a growing popular demand for candy, but the local industry, which is well organized and in a flourishing condition, is expanding to keep pace with this demand. Sweden is one of the few European countries in which retail candy stores are to be found. Caramels and marzipan are the candies principally in demand. The consumption of chewing gum is on the increase.

France, which imports only 13,000 lbs. of American confectionery, acquired the chewing gum habit during the war, and is now our best European customer for that commodity. In 1923 she imported 347,975 lbs. and it is confidently predicted that when the figures for 1924 are published they will show a marked increase. It is doubtful if a market of any size could be developed here for either confectionery or chocolate of American origin.

In the remaining countries of Europe there is little likelihood of doing business on a scale that would prove very profitable, so far at least as chocolate and confectionery are concerned. The chewing gum habit, however, is gaining new adherents every day, and it would not be surprising if ultimately our export trade in this commodity, even with relatively small countries, assumed substantial proportions. Greece, however, used to be a fairly good customer of ours, but after the revolution high duties were imposed on certain imported luxuries, which included candy. While these remained in force business with that country was impossible, but now that they have been removed, orders are being placed which give promise of good business in the near future.

#### **The Far East**

Asia is a mystery even to the Asiatics. It is doubtful if it could be worked successfully from this country even with the aid

of salesmen who have spent the best years of their lives drumming up trade among its different peoples. There is a small market in Aden among the European residents, but it is doubtful if it is worth cultivating. There is a considerable market in India among the American and European peoples. In China candy is served at every meal—it constitutes the first course, in fact—but the grinding poverty of the masses, the absence of anything resembling a stable currency, and the present internal disorders render it a very unsatisfactory market from the point of view of the confectionery trade. Taken by and large, Asia is a territory that belongs to the export houses, and it is doubtful if they will ever be able to make much of it.

The Philippines offer a very fine market for American confectionery. Shipments may be made either direct or through the medium of an export house. Australia is another good customer of ours, and the export houses which handle the trade are certainly to be complimented. South Africa, too, must not be forgotten, but as a market for confectionery it does not compare with Australia or the Philippines. Like Australia, it is sparsely populated, and where such is the case it is always better to entrust the business to a reliable export house.

#### South America

Continuing our journey westward, we finally reach South America, which offers some of the finest markets in the world for confectionery just now. Not so many years ago these markets were almost entirely in the hands of English and German houses. The World War, however, altered the situation, and we are now firmly established in every market south of the Gulf.

The best South American markets for confectionery are Venezuela, Peru, Colombia and Bolivia, in about the order named. Efforts now under way in other South American countries will, it is hoped, have a highly beneficial effect, and if this should prove to be the case the export possibilities of the Latin American market as a whole should be little short of extraordinary.

In South America the exporter will find himself up against the language barrier right from the start. Consular invoices there are as rigid and inflexible as it is possible for the wit of man to make them. Local sentiment has to be considered at every turn, and special packing is frequently requested. It may even be necessary to alter the names of certain items, notwithstanding the fact that the manufacturer has spent thousands of dollars to

popularize them in the domestic market. Yet South America is a good market, and one that is rich in promise for the future. It is a common saying among those in the trade that know if goods sell in South America, they will sell anywhere. It is, perhaps, the finest market in the world in which to learn the export game.

In Venezuela quite fifty per cent of the confectionery sold is of American origin. There is a steady demand for marshmallows, creams and hard candy, but shipping conditions are poor, and some of the ports are highly congested. Great care must be exercised in packing, as climatic conditions are not favorable to the trade.

In Peru the demand for American candy is growing by leaps and bounds, but the exchange situation is against the local agents and long term credits are necessary. Gum goods are popular in this market, and so also are marshmallows, hard candy and creams.

Colombia favors hard candy, marshmallow goods, pan work and bonbons. The local products are inferior in quality, and such competition as exists is offered by English, French and Italian manufacturers. Colombians favor bright colors in their hard candy and prefer a variety of flavors.

In Bolivia there is a promising market for chocolate goods, hard candy and sugared almonds. There is only one small factory in the country and this caters to the poorer inhabitants. Japan and Europe are bidding for the market, but so far they have met with scant success.

Central America and the islands of the Atlantic may conveniently be regarded as a single area for export purposes. Panama and Cuba between them purchase about a million pounds of candy annually, and could, of course, be dealt with direct from the factory. But it is doubtful if it would pay the exporter to handle the remainder of the territory in like fashion. And assuredly no reliable export house would take the islands alone. The better way would be to give the entire area to an established export house. This arrangement has been tried over a number of years by more than one leading concern, and it has worked to the entire satisfaction of all concerned.

This is a big subject to handle, and the utmost that can be done in a short paper like this is to erect a few guide posts on the way. It is hoped, however, that sufficient has been said to help the intending exporter answer the question: Where is the market?

# French Opening Up Ivory Coast

African Neighbor to Compete with  
Gold Coast Cocos Within Two Years

**I**VORY Coast, Colony, with identical climatic conditions and an area fifty per cent larger than the British Gold Coast, which it adjoins to the northwest, expects to produce Accra-type cocoas on a broad commercial scale within two years. The opening up of this vast cocoa region of 120,000 square miles by French capital may change the entire aspect of the cocoa situation within the next few years.

The cocoa beans which have been produced in this colony up to the present time have never been offered for sale in the United States, the limited production having been taken up readily in France. Five years ago, however, the Compagnie Française Afrique Occidentale interested itself seriously in the development of this new territory and commenced planting cocoa trees in a big way. Fairly substantial quantities of cocoa should be forthcoming from these trees within another two years.

The company directing the enterprise is an old hand at producing cocoa. At present they are the largest independent shippers of Accra cocoa, a number of American buyers being familiar with their quality under the mark "CFAO." That they know how to produce good cocoa is evidenced by the fact that their mark is usually taken in preference to the "GCFA" mark which has been considered the standard of quality in the cocoa trade for a number of years. This cocoa is known as *Good Fermented Accra*.

## Ivory Coast Development

The following details of the Ivory Coast development were received in special dispatches to THE MANUFACTURING CONFECTIONER:

"The Ivory Coast Colony is situated just north of the Gold Coast Colony and is French territory. The growing of cocoa beans has been commenced on a commercial basis, and the results thus far obtained give every indication that the quality of beans produced will be equally as good as Accras, and in the opinion of many in the trade the quality will be better, due to the fact that modern agricultural methods and tools are being employed in the plantations.

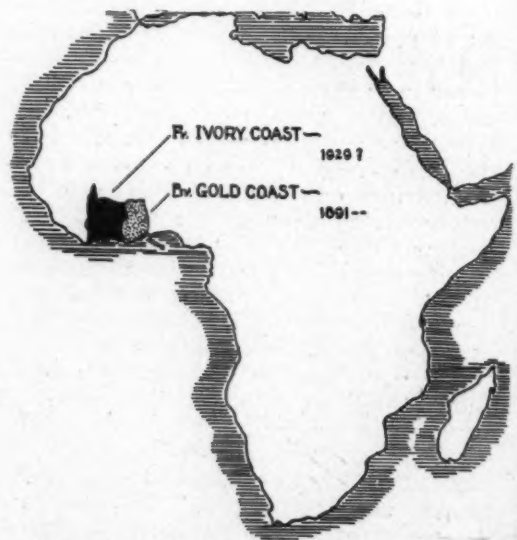
"Fordson tractors, with harrows, plows, pulverizers, stump removers,

etc., are being used under the direction of experienced agricultural experts.

"The Ivory Coast Colony is being developed rapidly. A railroad now extends from Abidjan on the Coast to Mankaro, and is further projected for Ouagadougou in the Upper-Volta region, as well as to Koutiala in the Upper-Senegal-Niger region. Together with the more general use of automotive vehicles, this will serve to develop the colony and the production of cocoa beans very quickly.

"A modern wharf is being constructed just north of Abidjan, with modern breakwater, which will permit of steamers loading at the wharf instead of cargo being transported in boats from the shore to steamer lying in the roadstead. This will be of very great assistance in the shipment of cocoa beans as it is now practically impossible to make delivery in boats without the cargo becoming more or less wet."

American chocolate manufacturers should watch this new entrant into the cocoa producing field very closely. It is one more factor to assist in the undoing of the British Combine.



Where will the future world supply of cocoa come from? Will the Ivory Coast of 1940 be the Gold Coast of 1927?



## *Samples of Philippine Cocoa Now Enroute to United States*

EDITORIAL

PROCEEDING upon the theory that the Frank and file of American chocolate manufacturers are "skeptics"—that they will not be persuaded that the Philippine Islands exist for them until they see with their own eyes some material evidence of what the islands can do to solve their specific problems, THE MANUFACTURING CONFECTIONER has arranged to have samples of current Philippine cocoa production sent to this country for the inspection and consideration of American manufacturers. Of course, the quality of Philippine cocoa available for shipment to this country is necessarily limited by the small production to date. If it but shows us what this vast fertile area can do for us in the way of quality, we believe that the necessary capital for large scale development will not be long in forthcoming.

Our samples were cabled for about two weeks ago and are understood to be on the way over at the present time.

The importer cooperating with us in this experiment maintains a branch office at Manila and has already had considerable experience with Philippine cocoa. He describes the quality as about equal to Java, which is one of the finest-flavored cocoas coming into this market. It is evident that if the islands can produce this character of

cocoa, they should have no difficulty in turning out satisfactory basic grades at low cost and in great volume.

It is estimated that fully 70 per cent of the total land area of the Philippine Islands is ready to receive various crops. Labor is exceedingly cheap and plentiful. The soil is fertile, the climate ideal for cocoa-growing. We are told that the return on capital invested in crops in the islands averages upwards of 20 per cent. What inducement is lacking to attract manufacturing capital and managers to the Philippines?

If the quality of the samples now in transit to us from the Philippines turns out as we expect, the importer has agreed to establish a regular cocoa department and to bring in a trial shipment on a consignment basis. One of the old-line cocoa brokers has signified his willingness to take over the American distribution of this cocoa provided it meets the demands of his trade. Everyone whom we have approached on the subject seems genuinely enthusiastic over the prospect of introducing Philippine cocoa into this market. All they want is a little encouragement from the chocolate manufacturer, and we feel sure that this modest request will not be denied them.

## *Further Rumbblings on the Cherry Tariff*

EDITORIAL

On June 29th, with a representative of the American Farm Bureau Federation testifying that an increase of one cent per pound in the present tariff on cherries will not equalize the costs of producing this type of fruit in this country and in Italy, the United States Tariff Commission closed its hearings on the application of the domestic cherry growers for the maximum increase of 50 per cent over the present specific duty of 2c per pound. If the cherry growers win their case, it will mean an increase of about 10c per gallon in the price of finished maraschino cherries.

Information purporting to come from the Bureau of Plant Industry, Department of Agriculture, was adduced during the hearing to show that the small-sized cherry could be produced in California under proper cultural conditions. This point was substantiated by the statement that these cherries were actually being grown in California at the present time by Italians em-

ployed in orchards owned by members of the American Farm Bureau Federation but the bearing fruit could not be marketed profitably under present competitive conditions with the Italian imported cherries.

It is evident that although the domestic growers lost their appeal on the pitted cherry classification earlier in the year, they have no intention to let the matter rest. The importers here are beginning to weary of the long-drawn-out fight and may be expected to "fold up their wings" at almost any moment. Already they are saying that the hearings were merely a "public benefit" performance and that the California growers were given definite assurances of government cooperation weeks before the hearings were held.

One thing is obvious, and that is that the growers will never be satisfied with an increase of 1c per pound, which is the maximum which the present law allows.

# Monthly Digest of Current Technical Literature

of direct or indirect relationship to the confectionery industry

**Fatty Oils as Substitute for Grain Alcohol in Citrus Flavors.**—Industrial and Engineering Chemistry, 18, 1254-7 (1926). H. A. Schuette and B. P. Domogalla.

The enactment of the Volstead Law has caused an unending search for alcohol substitutes in making extracts and compound flavors. Almond, corn, cotton-seed, neutral lard, olive, peanut, rape, sesame, and soy bean oils were used in the place of alcohol in making lemon and orange extracts. Baking tests turned out well and the flavor was retained exceptionally well, but the drawback was the fact that the oil extracts became rancid with age, due to the slow oxidation of the oils used.

**Pectin Solutions (Jelly Making).**—Industrial and Engineering Chemistry, 18, 1295-8 (1926). Asta Ohn.

This article is of interest to the jelly maker and deals with the effect of variation of acid, pectin, sugar ratios, and should be of especial interest to the foremen who have charge of jelly making, as well as the plant chemist.

**Preserving Cocoanut.**—U. S. Patent, 1,612,087, December 28th, 1926. R. D. Zucker.

Enough sugar is added to the wet cocoanut to saturate the water which is naturally present, at a temperature of 40°. The resulting product is then sealed in a can which is vacuumized, this vacuum broken and either carbon dioxide (soda water gas) or nitrogen introduced through the puncture or opening and the whole heated to 100° to effect sterilization of contents.

**Dried Milk Confections.**—British Patent, 248,391; Gruyere Usines Laitieres Soc. Anon., Feb. 27th, 1925.

Milk or combinations of milk with fat and sugar or added milk powder is evaporated under vacuum until nearly dry and this mass is pressed into blocks which may then be coated with coconut oil, cocoa butter or suitable preservative and later used as a center for coating with suitable chocolate or other material.

**Confections.**—U. S. Patent, 1,614,057. January 11th, 1927. L. Belcher.

After cooking a mixture of raisins, sugar, corn syrup and honey or other flavoring ingredients, bran is added and reheated when a fondant is added and the whole mass cooked again afterwards forming the product into confection units.

**Material for Dehydrating Air in Food Containers.**—U. S. Patent, 1,614,753. January 18th, 1927. P. S. Moyer.

Porous material, such as cement composition, is impregnated with calcium chloride or other moisture absorbing materials along with such materials as lime and charcoal which serve to neutralize or absorb odorous gases which may be formed by impurities in the moisture absorbing materials.

**Refining Edible Oils.**—Chemistry and Industry, 45, 970-5 (1926). T. Andrews.

A description of the refining of table and salad oils which will be of interest to those engaged in this work or the confectioner who wishes to refine certain of his oils and fats.

**Determining the Freshness of Eggs.**—Z. Untersuch. Lebensm., 52, 288-91 (1926). E. Dinslage and C. Windhausen.

Effect of storage on the physical character of eggs.

**The Edible Gelatin Industry in the United States.**—Rev. Prod. Chim., 29, 772-3 (1926). I. Kuentz.

Description of the manufacturing processes and uses to which gelatin is put in the United States.

**Dry Sweetened Milk.**—U. S. Patent, 1,616,631. February 8th, 1927. W. B. McLaughlin.

Milk is mixed with about 2% of sugar and concentrated about 14° Baume under reduced pressure, heated and homogenized in a current of steam which raises its temperature to about the normal boiling point. It is held at this point for about an hour in a heat-insulated tank and spray dried.

**Food Coloring Composition.**—U. S. Patent, 1,616,739. February 8th, 1927. W. D. Bost.

A color which is suitable for drinks is composed of carmine and glycerine with salts which are formed from the combination of soda, ammonia and phosphoric acid.

**Uniform Legislation—Accomplishments—Possibilities.**—American Food Journal, 22, 3-5 (1927). Thomas Holt.

An article concerning the Pure Food Laws.

**Vanilla Powders.**—Ann. Fals. 20, 21-5 (1927). J. Meroy.

Such powders generally consist of vanilla beans ground together with sugar and will contain up to 25% vanilla beans. Other information to the analyst is given.

**Discoloration of Foods Preserved in Tins and Glasses.**—Ind. Chemist, 2, 383-4 (1926). Osman Jones.

A summary of all available information on the subject.

**CASH PRIZES**  
Awarded Monthly for the most  
satisfactory answers.

**FASCINATING**  
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**INSTRUCTIVE**

# What d' you Know?

## About Practical Candy Making About Buying Supplies

Each month The MANUFACTURING CONFECTIONER will award the sum of \$10.00 to the person in the candy industry who submits the most satisfactory set of answers to the month's questions. Answers to the questions must be postmarked not later than the 2nd of the month following date of publication.

Simply fill in the answers to the best of your ability, tear out the page and mail it in with your name and address to The MANUFACTURING CONFECTIONER, 30 North La Salle Street, Chicago.

- Question 11**—What is meant by "timing creams"?  
**Question 12**—What three important candy raw materials are the saps of trees?  
**Question 13**—In what countries are the following seaports located and name an important material shipped to us from each: Barcelona, Basra, Kobe.  
**Question 14**—What is the first historical reference to the use of cocoa?  
**Question 15**—What material used for wrapping candy boxes is made from the same basic material as artificial silk?  
**Question 16**—What are "protective colloids"?  
**Question 17**—Famous personages in the N. C. A.—who are they?—W. F. H., A. M. K., G. W., W. C. H.  
**Question 18**—Of what special significance to the chocolate industry is "Pan American Cooperation"?  
**Question 19**—What is the relative sweetening power of the various commercial sugars?  
**Question 20**—What jelling agent present in natural fruit juices has recently become available to the confectioner in powdered form?

(Look for the answers in next month's issue)

### Last month's questions and their answers

- Question 1**—What famous product of Cape Cod has recently been made available for dipping?  
**Question 2**—Name a marine plant which is widely used throughout the candy industry?  
**Question 3**—Where is Ivory Coast and what is its present significance to the chocolate manufacturer?  
**Question 4**—What commercial sugar is listed in the British Vitamin Manual as containing Vitamin B?  
**Question 5**—What are the most favorable conditions for storing chocolate-covered candies?  
**Question 6**—Name two raw materials which the candy industry receives from each of the following countries: India, Egypt, Canada.  
**Question 7**—What did the ancients refer to as the "Sweet Sticks of the East"?  
**Question 8**—What is meant by pH?  
**Question 9**—When do the following crops begin to arrive in the United States?—Bordeaux walnuts, Cuban cane sugar, Spanish apricot pulp.  
**Question 10**—What has been the greatest achievement of the N. C. A. during the past year?

**Question 8 was a sticker but the rest were pretty easy.**

**Answer No. 1**—Cranberries.

**Ans. No. 2**—Jap gelatine.

**Ans. No. 3**—A French Colony on the West Coast of Africa, adjoining Gold Coast Colony. Ivory Coast cocoa plantations are expected to be in commercial production in another two years competing with British Gold Coast. See article, page 42.

**Ans. No. 4**—Honey. Our own Federal authorities have recently taken issue on this subject.

**Ans. No. 5**—A cool, dry, uniform temperature around 45 degrees, F.

**Ans. No. 6**—India: cocoanut and cashew nuts;

**Egypt:** gum arabic, dates; **Canada:** Dairy products, maple sugar.

**Ans. No. 7**—Cane sugar.

**Ans. No. 8**—pH is a measure of the intensity or partial pressure of the hydrogen ion, known as "hydrogen-ion concentration." For a fuller definition of the term and its practical application to everyday candymaking, see article in next issue—Hard Candy Edition.

**Ans. No. 9**—Bordeaux walnuts: October/November; Cuban cane sugar: January/February; Spanish apricot pulp: September/October.

**Ans. No. 10**—The raising of a fund of \$850,000 for cooperative advertising.



# Candy Process Patents

## Full Text of Process Patent Granted to Leslie Belcher

Assignor to Mason, Au & Magenheimer Conf. Mfg. Co.

Patented January 11, 1927. 1,614,057

United States Patent Office.

Leslie Belcher, of Park Ridge, New Jersey, assignor to Mason, Au & Magenheimer Confectionery Manufacturing Company, of Brooklyn, New York, a Corporation of West Virginia. Process for making confections. Application filed May 10, 1923. Serial No. 637,940.

**T**HIS invention relates to confections in general, and particularly to confections having ingredients rich in food and medicinal properties as their main components, and to the process for making the same.

The medicinal qualities of the various kinds of bran, either of wheat, rye or the several other farinaceous grains, have been well and long recognized. The food values of bran have likewise been well and long recognized.

Extensive publicity has been given to the characteristics aforesaid of bran and the like, but this, notwithstanding, bran has not been favorably received by the public. Here and there in health institutions and the like and when prescribed as a diet, it is true, bran has been used. However, and probably on account of the medicinal character in which it has been cloaked, it still remains to become a popular food.

### Object of the Process

The present invention has, as one object, to incorporate bran in a form, to wit: a candy confection, which would help and possibly entirely break down the present opposition to bran, by the public in general.

The medicinal and food properties of raisins are well recognized.

The present invention has, as a further aim, to take advantage of the medicinal and food properties of raisins and to incorporate raisins in a form which is acceptable and popular with the public in general, to wit: in the form of a confection.

The invention has, as a still further object, to produce a confection in which raisins and bran are combined in a form that will be acceptable and popular with the public in general and in which, at the same time, they are so proportioned and so associated that the confection will be pleasing to the taste.

Another object of the invention is to produce a confection mainly composed of raisins and bran combined with flavoring ingredients, such for instance, as sugar, corn syrup, honey, and a fondant, whereby the peculiar raisin and bran qualities and flavors may be commingled so as to lose their pungent characteristics without losing any of their medicinal and food values.

To facilitate an understanding of the invention, one of the confections forming a part of the pres-

ent subject-matter is illustrated in the accompanying drawings in which

Figure 1 illustrates the same in elevation, and Fig. 2 in longitudinal cross-section, while

Fig. 3 is a diagrammatic view depicting apparatus in outline used for carrying out part of the process, and

Fig. 4 is an elevation of a die plate used in said apparatus.

The confection forming the subject-matter of part of the present invention is formed into a plurality of protrusions 1, having an irregular contour 2, and an inner body portion 3 which is somewhat puffed out to form a fluffy texture.

This confection is composed essentially of bran and raisins, properly cooked and mixed. As a binding and body forming element, it has been found that corn syrup serves admirably. In order to modify the peculiar acrid flavor of the bran and the raisins, suitable flavoring and sweetening ingredients may be added such as sugar, honey, and a fondant preferably made from sugar and corn syrup.

The raisins may be omitted when a cheaper product is desired and the medicinal and food values thereof are not required. In such cases, the relative proportions of the flavoring and body forming ingredients, preferably, would also be changed or modified.

In the manufacture of this confection, it has been found that excellent results are obtained when the following procedure, the process which constitutes an important part of the present invention, is employed.

### The Procedure

The raisins are steamed in an ordinary steam container for a period of about ten (10) minutes, then removed and chopped into small particles as possible averaging about one-sixteenth (1/16) of an inch in diameter, preferably in a standard chopping machine. Of course, the aforesaid step, when raisins are dispensed with, may either be omitted or another step substituted when another ingredient is used. The mass is then poured into a standard confection cooking kettle and there mixed with the required flavoring ingredients. In the present instance, the flavoring ingredients then added are sugar, corn syrup, and honey. The resulting mass is then cooked at a temperature of about two hundred and twenty-five (225°) degrees Fahrenheit for a period of not less than twenty-five (25) minutes, until the mass forms a soft dough-like ball.

Thereupon, the bran is gradually added and cooked into the mass, the relative proportions being ten (10) pounds of bran to one hundred and forty (140) pounds of the aforesaid doughy mass, the mixing of the same, preferably, taking place, so that one pound of bran will be added

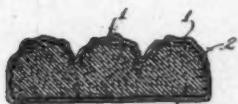


Fig 2

INVENTOR  
Leslie Belcher  
BY  
ATTORNEYS

Fig. 4

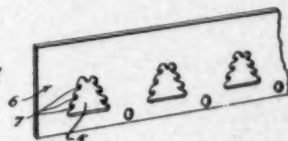
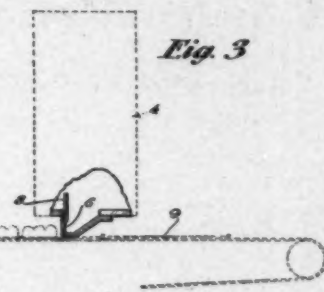


Fig. 3



Jan. 11, 1927.

L. BELCHER  
PROCESS FOR MAKING CONFECTIONS  
Filed May 10, 1923

1,614,957

every minute, for ten (10) minutes until the required ten (10) pounds of bran are mixed into the mass. Thereupon the resulting mixture is preferably allowed to cook for a further period of fifteen (15) minutes and a further flavoring ingredient added. In the present instance, a fondant, preferably composed of sugar and corn syrup is then added while the mixture is cooking and the batter stirred for a period of about ten (10) minutes. The resulting mixture is then allowed to cool to ninety-five degrees (95°) Fahrenheit, and placed in a bar-forming machine, such as the bar-forming machine 4, illustrated in Fig. 3, whereby the mixture will be fed out through the serrated openings 5 of the die plate 6 shown in Fig. 4, the clawing fingers 7 of which will engage into the extruding dough-like streams to puff out the same and thereby cause the streams to receive a somewhat fluffy inner texture, while the knives 8 will intermittently descend, serving in part to nick the stream and form successive protrusions, and also in part to sever the stream into successive units having a plurality of protrusions. After leaving the knives 8, the units will be deposited on the apron 9 to be conveyed to the discharging end 10 of the machine. The units are then preferably coated with chocolate. In the present instance, these units are coated with milk chocolate by dipping the same, as is customary,

in the desired chocolate syrup with a standard chocolate dipping machine.

It is obvious that some of the ingredients above described may be omitted and others added, the various relations and proportions thereof changed and modified, and the steps of the process for making the confection changed and modified, without departing from the general spirit of the invention as set forth in the appended claims.

I claim:

1. The process of forming a confection of the class described consisting in forming a mixture of flavoring ingredients, cooking said mixture, adding bran, cooking the resulting mixture, adding a fondant, stirring the resulting mixture, allowing the mixture to cool and forming the confection units from said mixture.

2. The process of forming a confection of the class described consisting in forming a mixture of flavoring ingredients, cooking said mixture, adding bran, cooking the resulting mixture, adding a fondant, stirring the resulting mixture, allowing the mixture to cool, forming confection units from said mixture, and coating said units with chocolate.

This specification signed and witnessed this fifth day of May, 1923.

LESLIE BELCHER.

## Peanut Confection

### Process Patent Granted to Charles E. Long

Patented November 16, 1926.

1,606,950

United States Patent Office.

Charles Edison Long, of Youngstown, Ohio.

Food Compound. No drawing. Application filed October 15, 1925. Serial No. 62,595.

**M**Y invention relates to food compounds, viz., peanut brittle or peanut confection. The primary object of my invention is to produce a peanut brittle or peanut confection in which the peanuts are distributed and embedded in the mass and are not exposed on either the top

or bottom surface, which surfaces are generally and usually of uniform character, very compact or close texture in the mass, and free from bubbles and air holes, and the mass of the confection, under and between the surfaces, is honey-combed with air holes, spaces or interstices, so that the entire confection, while being firm and crisp, may be readily and easily crushed and chewed.

A further object thereof is to produce a peanut brittle or peanut confection which, having the

peanuts embedded in the mass and not exposed on either the top or bottom surface, will absorb the minimum of moisture and will not become damp and stale but will keep fresh and crisp.

A further object is to produce a peanut brittle or peanut confection which, by reason of its composition, has a peanut flavor distributed throughout the entire mass.

To these ends my invention comprises the combination of component ingredients and process of preparation to be hereinafter described and more particularly pointed out in the claims.

My compound comprises, generally, granulated white sugar, corn syrup, water, shelled green peanuts, pulverized peanut brittle which has been formerly made, salt, and baking soda.

#### The Procedure

In the preparation of my food compound, the sugar and corn syrup and water are placed in a kettle and the mixture rapidly boiled over a fire, until the temperature reaches 232° Fahr., at which time the shelled green peanuts are poured into it. It is then continued to be boiled until the mixture reaches the temperature of 284° Fahr. The mixture is then removed from the fire, the salt is stirred in and immediately the pulverized peanut brittle is rapidly stirred into the mixture. Thereupon, the baking soda is dusted and stirred in, and as soon as this has been accomplished, the mass is then poured on a cooling slab, is spread to a thickness of approximately one-half inch which is done immediately after it leaves the kettle and before the soda acts to "raise" the compound. As soon as the compound is cool enough to handle it is turned on the slab, after which it is not again touched until the surface which is now on the bottom, has cooled and become tough. When the bottom surface is toughened the mass is stretched until the confection has been reduced to the desired thickness and it is then cooled and broken to pieces as required.

I will not describe the proportions of the several ingredients employed in my food compound to obtain the properties before claimed.

The sugar comprises about 32.97 per cent; the corn syrup about 21.98 per cent; the peanuts about 21.98 per cent, the water about 11.448 per cent; the pulverized peanut brittle previously made, which provides the element which the soda, in its action, raises to the surface of the mass and thus produces the uniform character and close compact texture of the surface of the mass, before referred to, comprises about 10.99 per cent of the weight of the compound, the soda comprises about 0.572 per cent of the weight, and the salt about 1.057 per cent (all of which percentages are to be understood as referring to the

entire weight of the compound). It will, of course, be understood that the quantity of the confection may be increased or decreased so long as the proportions are maintained, without departing from the scope of the invention.

From the foregoing it will be apparent that the food compound provides a confection which is palatable, the deterioration of which, through dampness, is reduced to a minimum, which contains a peanut brittle flavor throughout the entire mass, and which, by reason of the amalgamation with the other compounds previously referred to of the peanut brittle formerly made in its pulverized state, has provided two uniform, compact surfaces between which is contained a mass of peanut brittle honeycombed with air holes which makes the entire compound easily crushed and chewed.

#### Claims

Having thus described my invention, what I claim as new and desire to be secured by Letters Patent, is:

1. A nut confection consisting of two uniform, compact candy surfaces between which is contained a mass of nut brittle honeycombed with air holes.

2. The herein-described method of making nut brittle which consists in boiling sugar, corn syrup, and water, until the temperature reaches approximately 232° F., then pouring nuts into the mass, then continuing the boiling until the mixture reaches approximately the temperature of 284° F., removing the mixture from the fire and stirring in salt and pulverized nut brittle that has been previously made, then adding baking soda and finally cooling the mass.

3. The herein-described method of making nut brittle which consists in boiling sugar, corn syrup, and water, until the temperature reaches approximately 232° F., then pouring nuts into the mass, then continuing the boiling until the mixture reaches approximately the temperature of 284° F., removing the mixture from the fire and stirring in salt and pulverized nut brittle that has been previously made, then adding baking soda and finally cooling the mass by pouring the same on a cooling slab, spreading to a thickness of approximately one-half inch before the soda acts to "raise" the compound, and subsequently when the compound is cool enough to handle turning it on the slab and after it has been cooled and when the bottom surface is sufficiently tough, stretching the mass until the confection has been reduced to the desired thickness.

In testimony whereof I hereunto affix my signature.

CHARLES EDISON LONG.

## Moulded Chocolate Confection

Patented February 15, 1927. 1,617,564

United States Patent Office.

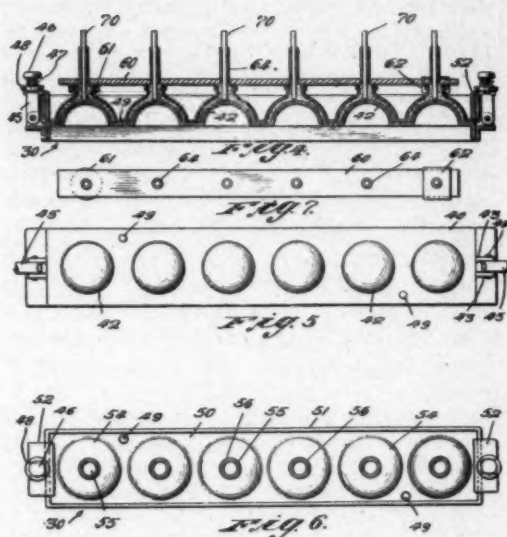
Charles M. Becker, of Brooklyn, New York, assignor to Smiling Charlie, Inc., of New York, N. Y., a Corporation of Delaware. Method and apparatus for molding confections. Application filed February 21, 1925. Serial No. 11,011.

THIS invention pertains to confectionery, and more especially to molded chocolate.

The herein described apparatus will be found to provide means for producing molded chocolate articles of mechanical properties heretofore unattained, and to produce such chocolate articles at an extremely low cost, with reduced labor and in large quantities.



# THE MANUFACTURING CONFECTIONER



It is the special purpose of this invention to provide chocolate containers of such strength and malleability as to be capable of resisting strains incidental to their use as cups, ice cream containers and the like, wherein the chocolate structure must not only support the ice cream but must also provide rigid attachment for a handle, by which the whole may be manipulated.

The use of molded chocolate is, of course, well known. However, articles produced by the usual methods of molding, that is to say, by pouring into a mold, have little mechanical strength, are brittle and often porous or contain air bubbles. Attempts have been made to employ such chocolate as a support for ices and the like, but these have failed of their object in that the chocolate was only sufficiently strong to support the ices when used as covering or sheath therefor, this necessitating the user gripping the chocolate covering directly in the fingers. The heat of the fingers melts the surface of the chocolate, discomforting the user and marring the appearance of the confection. This has led to the use of paper, tin foil, or in the case of perhaps the best known of these confections, both paper and tin foil wrapping. Manifestly, when paper and tin foil are used as coverings, the chocolate itself has lost its container function and no longer forms the carrier but merely a part of the filling.

In a chocolate covered confection of the type described here, it is essential that the user's fingers be kept from contact with the chocolate if the hands are to remain clean and the confection in an edible condition. This is accomplished in the present invention by provision of a projecting handle of non-softening material, by the production of chocolate sufficiently strong to withstand the concentrated strains set up at the point of handle attachment and by the forming of an improved hard, glossy, impervious surface on the chocolate, capable of withstanding a greater degree of heat and moisture than the ordinary chocolate surface.

The method of producing the article, the means

therefor, and the improved article produced thereby, are shown in a preferred embodiment in the attached drawings, and various modifications thereof are comprehended within the scope of the appended claims.

Fig. 1 is an elevation of a machine embodying my invention, certain parts being omitted for simplicity of illustration.

Fig. 2 is a diagrammatic side view of the machine.

Fig. 3 is a cross sectional elevation of a part of the mechanism on an enlarged scale.

Fig. 4 is a cross sectional elevation of the mold structure.

Fig. 5 shows a plan view of the mold base member.

Fig. 6 shows the complete mold structure in plan view.

Fig. 7 illustrates in plan view a mold attachment.

Fig. 8 is an elevation of an article produced by my improved apparatus and process.

The operation of the device is extremely simple and especially adapted for quantity production. Chocolate is maintained at the desired temperature in magazine 14, the temperature being normally such as to maintain a semi-plastic mass which will chill and not flow by gravity through nozzles 26. Lifting of rams 20 admits a quantity of chocolate through the passages 18 to each of cylinders 18, from which it is forced through nozzles 26, upon depression of bar 22. The mechanism is so timed that bar 22 is only depressed after molds 30 are positioned by conveyor 10 and pressed upward against the nozzles by elevators 32. When the molds are pressed upward the gates 55 register with, and are sealed to, nozzles 26, as shown in Fig. 3. The rams 20, descending, force the chocolate through passage 28 into the mold. Mold 30 is normally completely closed with the exception of gate 55, now sealed by nozzles 26, thus the pressure within the mold rises as the chocolate enters, and the chocolate is formed under pressure.

The pressure within the mold rises until it overcomes the tension of springs 47, whereupon springs 38 allow the bottom mold member 40 to move downward a very small distance, producing a light opening between the mold members, venting and relieving the air trapped therein so that the chocolate fills the mold.

In the filling of the mold, the chocolate is maintained under a constant pressure until removed from the filling nozzles. This and the venting produces a casting of high mechanical strength, substantially free from blow holes, air bubbles, or other porous or weak spots.

The strength of this pressure-molded chocolate is so great, that a simple boss 75 may be molded as part of the cup and forms a secure attachment for the handle 70 of wood or other non-softening material. These handles 70 are placed in a uniform manner by use of bar 60, which is slipped into place at the point B, directly after the molds are released from the nozzles. The handles 70 are pressed downward through tubes 64 until they enter the formed boss 75 the desired distance,

and secure bonding of handle and cup results.

A further advantage of the improved apparatus and process is found in the surface imparted to the molded article. The forming surface of the metal of the mold is finished with a high gloss, which partially chills and forms a dense, smooth, polished surface on the molded article and eliminates any need of a coating or lubricant to secure a smooth surface on the casting or to facilitate its removal from the mold or die, and aids the forming of a non-porous cup for ice cream or the like 77. Such a cup will not leak, is of sufficient strength to withstand use, and has an outer surface not liable to smear surrounding objects, although requiring no tin foil or paper wrapping.

After the insertion of the sticks or handles 70 at the point B, the molds are passed through a cooling room C at the end of which they are opened, the cups or other articles removed, and the molds returned to the front end of the machine for passage through the machine again.

It is understood that the particular article shown is but one of many forms within the productive power of the apparatus and process described. The apparatus and process are also capable of modifications in the elements, steps and co-operation of said elements and steps, and all or parts of the apparatus may be used for molding of other materials than chocolate, all within the scope of my invention and the spirit of appended claims.

Feb. 15, 1927.

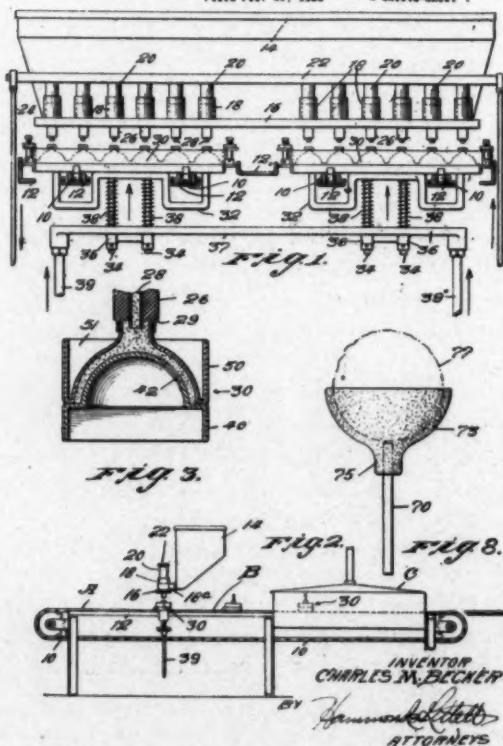
C. M. BECKER

1,617,564

METHOD AND APPARATUS FOR MOLDING CONFECTIONS

Filed Feb. 21, 1925

2 Sheets-Sheet 1



## The Candy Exposition

A NATIONAL Exposition at which manufacturing confectioners will exhibit their lines to the jobbers and retail dealers is the outstanding characteristic about the plans of the show scheduled for October 10th to 15th at Grand Central Palace, New York City, which is different than any other exposition. The distributors of confectionery can thus be brought into closer personal touch with the executives in the manufacturing field.

Elaborate plans are being made to stimulate a big attendance and make the show of interest and constructive value to the trade and to the public. It is planned to reserve the hours between 10 a. m. and 2:30 for admission of those in the confectionery trade only after which the public will be admitted. A unique idea is introduced by way of an admission ticket, for which the consumer pays fifty cents; each ticket bears the name of some exhibitor where the ticket may be used in payment for merchandise to the extent of fifty cents. Thus the admission is free if the holder will present the stub of his ticket to the exhibitor. These tickets will be redeemed by the exposition management on basis of the wholesale price of the goods so the idea works out at a profit to the exhibitor and to the management at same time returning the admission charge to the visitor. This idea lends itself to some interesting publicity copy.

The Exposition, we understand, is under direct management of Jay C. Gangel, formerly associated with Bard & Margolies, Inc., leading candy jobbers of Brooklyn. It is announced too that the eight associations representing retailers, jobbers and candy salesmen in the Metropolitan territory will participate in the proceeds of the show though it is claimed that the financial guarantees necessary to put it over are being borne by Mr. Gangel only; it being his idea and ideal to make this the first of a series of annual expositions which are wholly cooperative.

Mr. Gangel states that 40 per cent of the exhibition space is reserved, that Heide's, Hawley & Hoops, Mason An Magenheimer, Greenfields, Schrafft's, Lowney, Auerback, Wallace, Sweets Co., Metro Chocolate, Cox Confectionery, Shutter Johnson, Allen, Chase and Kruger are among the exhibitors signed up so far, that big doings are being planned to make "Sweetest Week" a big success this year. Remember the date, October 10-15.

# R. S. V. P. Uncle Sam

EDITORIAL

**I**T'S MIDSUMMER in Washington and hot. Spending July and August there falls considerably short of an ideal vacation. And it isn't risking much to venture the guess that every government employe who must remain on the job has cast a wistful eye more than once on those cool, woody pictures that come out of the Black Hills.

As far as the candy industry is concerned Washington will be very much on the job this summer, ready and willing to work. How much the industry will find itself the gainer six months from now depends very obviously on the extent to which the industry makes it possible for government agencies to help it.

Candy manufacturers will receive shortly copies of the questionnaire planned as the basis for the national survey of confectionery distribution. These are being sent out by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. The survey has been discussed rather fully, and for that reason the industry at large knows fairly well what it is all about. To say that candy manufacturers ought to recognize the potential value of distribution data to themselves and should co-operate wholeheartedly is to utter the most juvenile of commonplaces. **THE MANUFACTURING CONFECTIONER** suggests, nevertheless, that on receiving his copy of the questionnaire, each manufacturer follow some procedure similar to this:

1. Read the questionnaire carefully. Study it. Don't neglect to run through the general instructions that accompany it. They are vital.
2. Delegate someone to assemble the data requested. Give the individual delegated authority to get the full answers to the questions.
3. Follow up on this matter of assembly personally.
4. Forward it to the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce immediately on the completion of the work of answering the questionnaire.

Let's not overlook the fact that representatives of the candy industry went to Washington and asked the government to appropriate money to find out the condition of distribution in the industry. They were successful. Congress loosened its purse strings. Failure now to co-operate with the Bureau of Foreign and Domestic Commerce will have two primary results: 1, it will stamp the candy industry as being moss-covered, reactionary and pathetically out of gear with modern business; 2, it will deprive individual manufacturers of more accurate and more complete information regarding the distribution of candy than any of them has ever possessed. Washington asks for complete data, much of it information that most manufacturers would hesitate to reveal, even to their bankers. It asks for this, pledging absolute confidence. Need more be said on that score?

May we point out that the survey will be valuable in direct proportion to the thoroughness with which it covers the candy field. If it is not comprehensive, it will be worth little. If it is comprehensive, many a manufacturer will see clearly for the first time trends that were formerly vague. He will find some of his pet beliefs exploded, and as a result he will save dollars formerly wasted. He will be able to replace *hunch* policies by *fact* policies. That is exactly what happened in the field of electrical merchandise and wholesale groceries where the Department of Foreign and Domestic Commerce made distribution surveys some time ago and on a smaller scale than it now proposes for candy.

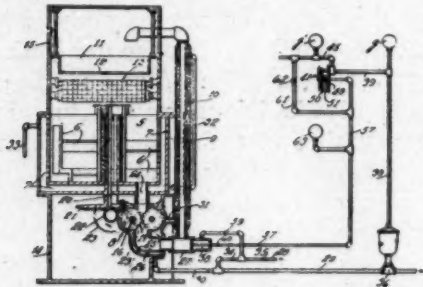
Who was the philosopher who said everyone complained about the weather but nobody ever did anything about it? That's precisely what business has done with its distribution problems. Afforded the candy manufacturer now is the opportunity to obtain almost without effort the basis for doing something intelligent about distribution difficulties. Will he grasp that opportunity? It's too valuable to miss.



# WHAT'S NEW?

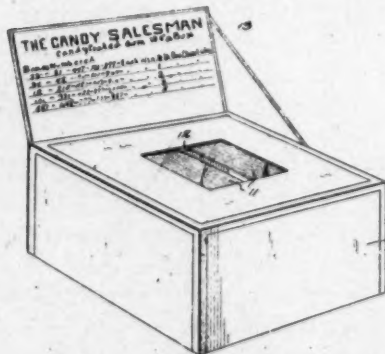
## New Patents

1,630,714. Conditioning Apparatus for Chocolate and the Like. William A. Moir, Halifax, Nova Scotia, Canada. Filed June 11, 1925. Serial No. 36,486. 8 Claims. (Cl. 257-4.)



1. The combination with a container of chocolate or the like, of means associated therewith to quickly increase the temperature of the chocolate, means associated with said container to quickly decrease the temperature of the chocolate, means responsive to variations in the viscosity of the chocolate to control the application of said heating and cooling means and arranged to effect the application of the same alternately, so that when the chocolate thickens up the heating medium is applied and when the chocolate becomes thinner the cooling medium is applied to cause a quick reduction in temperature of the chocolate, independently of such reduction as may be effected by the cessation of the application of the heating means.

1,629,661. Candy-Dispensing Box. Joseph M. Gerhard, Sheridan, Wyo. Filed Nov. 23, 1926. Serial No. 150,316. 1 Claim: (Cl. 273-144.)



A dispensing device consisting of a box having an opening for the insertion of the hand,

the opening being defined by elastic webs permitting the insertion of the hand but preventing observation of the contents of the box, the box containing relatively small packages, certain of the packages being numbered, and certain numbers drawing prizes.

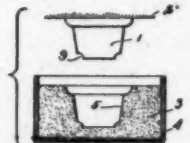
1,627,641. Coated Confection. Deane M. Freeman, Brookline, Mass. Filed Dec. 9, 1924. Serial No. 754,759. 3 Claims. (Cl. 99-16.)

A center for coated candies comprising a body having a bottom wall and a peripheral wall cut away adjacent said bottom wall.



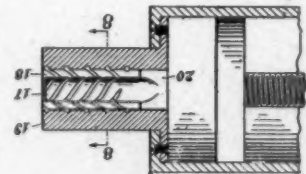
1,627,642. Implement for Making Coated Confections. Deane M. Freeman, Brookline, Mass. Original application filed Dec. 9, 1924. Serial No. 754,759. Divided and this application filed Mar. 12, 1926. Serial No. 94,161. 2 Claims. (Cl. 107-3.)

1. An implement for forming cavities in suitable material to receive the filling for a confection, said implement comprising a solid having a peripheral surface and the edges of said bottom surface being cut away to provide an undercut.



1,628,251. Method of Making Candy. William B. Laskey, Marblehead, Mass. Filed Apr. 30, 1921. Serial No. 465,643. 1 Claim. (Cl. 107-54.)

The method of forming chocolate candy in elongated form, which consists in forcing cold solid chocolate composition through a die under sufficiently heavy pressure to form a continuous piece of chocolate which retains the shape given it by said die.



72,275. CANDY CONFECTION. Orril Z. Pooler, East Orange, N. J. Filed Jan. 3, 1925. Serial No. 11,885. Term of patent 3 1/2 years.

The ornamental design for a candy confection, as shown.





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